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PUBLISHER'S BINDING

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 65 NEW YORK, U. S. A., MONDAY, OCTOBER 3, 1955 TEN CENTS

Difficult Task

Selection of TOA President Poses Problem

Also Unable to Agree on Possible Exec. Director

From THE DAILY Bureau

LOS ANGELES, Oct. 2.—Early arriving delegates to the Theatre Owners of America convention, which will open formally here on Thursday, have indicated that the TOA nominating committee is facing a difficult task in selecting a new president for the association. It is reported here that many top circuit executives have declared that they were unable to accept the post because the job required so much time away from their regular duties.

Since the time that Gael Sullivan resigned as executive director, TOA has been without a principal full-time executive. It was pointed out here today that the association officers realize the burden that is placed on the shoulders of a president, but as of now they have been unable to agree on a new executive director.

Meanwhile, various names are be-

(*Continued on page* 12)

'Conspiracy' Defined By Judge Yankwich

From THE DAILY Bureau

HOLLYWOOD, Oct. 2.—In a continuing exchange with government counsel Samuel Flatow, who today continued to present documents in the 16mm. trial, Federal Judge Leon

(*Continued on page* 12)

O'Shea on Coast For RKO Parley

Daniel T. O'Shea, president of RKO Radio Pictures, will arrive in Hollywood today from New York for his first visit to the RKO studios since assuming the presidency on Aug. 1.

O'Shea will confer with Charles L. Glett, RKO Pictures vice-president in charge of production, and other studio officials. Glett is recovering from a siege of pneumonia and is spending a few hours each day at his desk.

Television Today

IN THIS ISSUE **PAGE 8**

►There's talk of something close to genius, and of gilding the lily, at the showing of the first of the "Mickey Mouse Club" series.

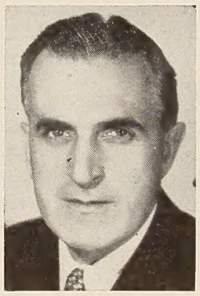
►Looks like "Matinee Theatre" is likely to be proving ground for scripts—aiding both media.

►Names Making News in Television Today.

To Invest $1,000,000

Universal to Tap World for Talent Necessary for Starring Material

Universal-International will continue to tap the entire world for talent necessary for the production of motion pictures, Alfred E. Daff, U-I executive vice-president stated here on Friday, following an announcement that the company had signed German film star O. W. Fischer to a five-picture deal.



Alfred E. Daff

Daff, who returned late last week from a quick visit to Europe where he signed the German actor, declared that Universal is investing "in excess of $1,000,000 in its talent school

(*Continued on page* 12)

Daff Says Exhibitor Can 'Make or Break' British Films Here

American exhibitor interests who have advised and discussed the British product situation in the U. S. market with British production, distribution and exhibition leaders while visiting England in the recent past "should practice what they preach," according to Alfred E. Daff, executive vice-president of Universal Pictures Co.

"These American exhibitor interests have been laying the blame for

(*Continued on page* 12)

'Oscar' Nominating To Be on TV Feb. 18

From THE DAILY Bureau

HOLLYWOOD, Oct. 2.—Saturday, Feb. 18th, has been chosen for telecasting of the 28th annual Academy Awards nominations, Academy president George Seaton announced on Friday. Oldsmobile will sponsor the telecast over NBC.

Final "Oscar" award presentation ceremonies will be telecast on March 21, also sponsored by Oldsmobile.

See Delay in Appeal Of Adelman Verdict

Special to THE DAILY

HOUSTON, Oct. 2. — Distributor defendants in the suit of I. B. Adelman, theatre operator of this city who had charged the eight companies and Interstate Theatres with discriminatory practices, have changed their findings in the case, thus necessitating a delay in the deadline for filing of appeals in the action, which had been resolved in favor of Adelman.

Adelman had asked a total of $2,436,000 in damages, and on July 10

(*Continued on page* 12)

Italy's Gemini

To Bid Allied, TOA to Global Conference

International Meet Set For Rome, Oct. 26-29

By LESTER DINOFF

Theatre Owners of America and Allied States Association will be extended invitations "to attend and take part" in the Union Internationale de l'Exploitation Cinematographique convention which will take place in Rome, Oct. 26-29, Italo Gemini, president of AGIS, Italy's Association of Exhibitors, and head of the global exhibition group, stated here at the weekend.

Gemini, who arrived in New York enroute to Los Angeles to attend the TOA convention there, with the aid of an interpreter, E. R. Zorgniotti of Italian Films Export, said that he is hopeful that the U. S. exhibitor organizations will send representatives to the Rome conclave with an eye towards active participation and membership in the International Union of Motion Picture Exhibition.

The Italian exhibition executive

(*Continued on page* 2)

2 Film Cases Before U. S. Supreme Court

From THE DAILY Bureau

WASHINGTON, Oct. 2.—The Supreme Court will hold its first meeting of the 1955-56 term tomorrow, but will transact no business.

Traditionally the first session is merely a formal get-acquainted one. The first business session of the court

(*Continued on page* 2)

ELC's Suit Trial Set Back to Nov. 10

Trial of the $15,000,000 suit brought by Eagle Lion Classics and against RKO and Loew's theatres in New York, which was scheduled to get under way here today, has been set back to Nov. 10. Plaintiffs had charged inability to book its product in the circuits' houses.

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PERSONAL MENTION

DORE SCHARY, M-G-M vice-president and studio head, will deliver an address at the convention of the Audit Bureau of Circulation at the Drake Hotel, Chicago, on Oct. 20.

•

Hugh Owen, Paramount distribution vice-president, and Phil Isaacs, newly-named Rocky Mountain division manager, will leave New York today for Denver.

•

Americo Aboaf, vice-president and foreign general manager of Universal International, and Marion Jordan, European sales manager, left New York over the weekend for Hollywood.

•

Martin Quigley, Jr., editor of "Motion Picture Herald," has arrived in Los Angeles to cover the convention of Theatre Owners of America.

•

Jeanne Lawrence, of the Hoosac Drive-in, North Adams, Mass., is engaged to marry Casimir Glisiski, concessions manager at the same theatre.

•

Peter Shaffers and Aldo Pinelli, owners of Melody Film Co., Berlin, left here Saturday aboard the "Andrea Doria" for Europe.

•

James Ivers, news editor of "Motion Picture Herald," is the father of a boy, Michael, his third child, born to Mrs. Ivers on Friday.

•

William B. Zoellner, head of M-G-M short subject sales, returned at the weekend from an Eastern tour of five company branches.

•

Lawrence Terrell, Paramount branch manager, will arrive here today from Charlotte.

•

Roy Disney, president of Walt Disney Productions, left New York on Friday for Europe.

•

Dave Emanuel, of Phoenix Films, left here at the weekend for the Coast.

•

Walter Wanger returned to Hollywood at the weekend from New York.

Set 'Heidi and Peter'

"Heidi and Peter," Lazar Wechsler's new production based on Johanna Spyri's story of the Alpine youngsters, will have its New York premiere at the Little Carnegie Theatre in December, it was announced by William J. Heineman, vice-president in charge of distribution for United Artists.

Global Meet

(*Continued from page* 1)

disclosed that Pope Pius XII would address the UIEC convention on Oct. 28 as will the President of the Italian Republic.

Commenting on Italian film production, Gemini declared that Italian films have not found a "ready market in the United States. Therefore producers have been adapting their films to the U. S. taste, and in turn, the local flavor for which Italian films have been known has been lost."

Gemini said that it is his opinion that the Italian market is the "best" for American product due to the vast number of new and modernized theatres and the public's desire for motion picture entertainment.

Asks 'Much Closer Liaison'

The president of UIEC said that it is his hope that "a much closer liaison" will be effected between his global exhibition group and the U. S. exhibitor associations, following his trip here. "The activities of UIEC are aimed at coordinating the action of the various national associations in order to cope with the common problems, and to organize a documentation service through the exchange and coordination of information, data and news, on exhibition activity in each country," Gemini said.

Gemini said that at present UIEC represents 40,000 theatres throughout the globe which are attended by over three million theatre goers.

Two Film Cases

(*Continued from page* 1)

will take place next Monday, Oct. 10.

At that time, the court may indicate whether it will review lower court decisions in two film cases filed over the summer. In one case, the producer and distributor of "The Moon Is Blue" are challenging the constitutionality of the Kansas state film censorship law. In the other case, operators of four Rhode Island theatres are asking the high court to order a jury trial, rather than a decision by a special master, in their percentage fraud and anti-trust litigation with the major distributors.

This is the smallest number of film cases pending at the start of any Supreme Court term in recent years.

Suggest Kupferman For N.Y. High Court

Theodore B. Kupferman, attorney and vice-president of Cinerama Productions, has received a Republican nomination for Justice of the Supreme Court of the State of New York. The District comprises Manhattan and the Bronx.

Kupferman is also president of the Federal Bar Association of New York, New Jersey and Connecticut.

More Retailers Selling Radio and TV Sets

From THE DAILY Bureau

WASHINGTON, Oct. 2. – Approximately 110,200 retailers were selling radio and television sets as of July 1, a three per cent increase over the 107,100 dealers in that business a year earlier, according to the Radio-Electronics-Television Manufacturers Association.

Gillis Named Para. Washington Mgr.

E. K. (Ted) O'Shea, vice-president of Paramount Film Distributing Corp., announced in New York at the weekend that Herb Gillis has been named to succeed Phil Isaacs as Washington branch manager, effective today. Gillis has been Cincinnati branch manager.

The Washington branch is in Paramount's Mid-East division headed by Howard G. Minsky.

12 in Preparation For UA Release

Twelve features for United Artists release are now before the cameras or in editing, UA announced. Six of the films are being produced in CinemaScope.

The pictures currently being photographed are Carl Krueger's CinemaScope production of "Comanche," Otto Preminger's "The Man With the Golden Arm" and Hecht & Lancaster's CinemaScope production of "Trapeze."

UA releases in various stages of editing include Robert Rossen's CinemaScope epic, "Alexander the Great"; the Nassour brothers' "The Beast of Hollow Mountain" (CinemaScope); Sheldon Reynolds' "Foreign Intrigue"; Bel-Air's "Frontier Scout"; Paul Wurtzel's "Ghost Town"; Kirk Douglas' "The Indian Fighter" (CinemaScope; Crown Productions' "The Killer Is Loose" and "A Kiss Before Dying" (CinemaScope), and Bel-Air's "Three Bad Sisters."

Makeup Artists Pick 10 Stars of Future

HOLLYWOOD, Oct. 2. – The industry's makeup artists, hair stylists and body make-up artists who held their third annual "Deb Star" ball at the Hollywood Palladium, with more than 2,000 motion picture and television personnel attending, selected 10 young actresses as the promising talents of the future.

The Deb Stars of 1955 selected were Cathy Crosby, Anita Ekberg, Liliane Montevecchi, Kip Hamilton, Mara Corday, Jody Lawrence, Lori Nelson, Tracey Morgan, Marisa Pavan and Gloria Talbot.

Dr. Frayne Greeter

SMPTE Meet Begins Today At Lake Placid

More than 600 persons are expected to attend the 78th semi-annual convention of the Society of Motion Picture and Television Engineers which gets under way today at the Lake Placid Club, Essex County, N. Y. This is nearly three times the number who attended the last SMPTE convention in Lake Placid in the Fall of 1950.

The program will begin this morning with the annual business meeting when Dr. John G. Frayne of Westrex, president of the Society, will greet those attending and announce the results of the Society's 1955 national and local elections. Among the national officers of the Society up for re-election are John W. Servies of National Theatre Supply, financial vice-president; Axel G. Jensen of Bell Telephone Laboratories, engineering vice-president, and George W. Colburn of G. W. Colburn Laboratory, Inc., treasurer. Six national governors will also be announced.

The members of the Society will also be asked to vote on a constitutional amendment to create a new office of sections vice-president. The job of this officer will be to assist existing sections and help organize new sections.

Set Goldwyn Trust Trial for Oct. 31

SAN FRANCISCO, Oct. 2. – District Court Judge Edward P. Murphy has set Oct. 31 for the trial date of Samuel Goldwyn's $6,750,000 anti-trust suit against Fox West Coast Theatres, National Theatres and other defendants.

Talks of settlement have been in progress between the attorneys of both sides, but no decisions have been reached.

Jane Russell on Tour

Jane Russell will leave New York today for a personal appearance swing through Texas in behalf of her new starring picture, "Gentlemen Marry Brunettes," the CinemaScope Technicolor musical being released by United Artists.

Canadian Exports Up

OTTAWA, Oct. 2. – Canadian film shipments to foreign markets rose to $2,462,000 in the first seven months of 1955 in comparison to $2,306,000 in the corresponding 1954 period, the government reports.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

PEOPLE

Aaron Sloan has resigned as associate editor of "The Independent Film Journal" to join Omnifilms, Inc., importers and distributors of motion pictures produced abroad. At Omnifilms, Sloan assumes the post of secretary-treasurer.

□

Stanley Adams, president of the American Society of Composers, Authors and Publishers (ASCAP), will make a flying goodwill tour of radio and television stations this week on his return from the Society's West Coast meeting. Adams will be accompanied by ASCAP sales manager **J. M. Collins** and **George Hoffman**, the Society's comptroller.

□

Otto Paoloni has been named service manager of Pathe Laboratories, Inc. Previously in charge of the dailies department, Paoloni now will supervise service matters and customer relations. **Joseph Tames**, former Pathe Laboratories service manager, is assuming new duties with Pathecolor, Inc., newest Chesapeake Industries company.

□

David Sarnoff, chairman of the board of RCA, was presented with the 1955 Gold Medal of the Hundred Year Association of New York in recognition of his work as "pioneer, founder, and leader in electronic communication."

□

Joseph P. Bannon, field sales manager of the RCA Victor Television Division, RCA, has been appointed general sales manager of the division, succeeding **Raymond W. Saxon**, who became manager of RCA's Northeastern region.

□

Loren L. Ryder, head of engineering and recording at Paramount Pictures studios and a former president of the Society of Motion Picture and Television Engineers, will address the 78th semi-annual SMPTE convention at Lake Placid, N. Y., today.

□

Raymond W. Saxon, general sales manager of the RCA Victor Television Division, has been appointed manager of the Northeastern region for Radio Corporation of America.

□

Jack Farr, owner of the Trail Drive-In Theatre in Houston and the Skyway Drive-In Theatre in Bryan, Tex., is currently recuperating from a heart attack.

□

Frank Calbos has been appointed general manager of the Capital Theatre in Chattanooga.

For Hearings on Oct. 31

MPAA Polling Member Companies For Policy on Tariff Cut Proposal

By J. A. OTTEN

WASHINGTON, Oct. 2.—The Motion Picture Association of America is polling its member companies on what stand, if any, MPAA should take on new tariff cuts on film items proposed by the State Department.

The government recently issued a long list of items on which the U.S. may consider granting tariff concessions at international tariff negotiations scheduled to start in January. The list included many film items. Government officials emphasized that tariff concessions would not be granted every item on the list, but that the list included all items on which tariff concessions might be granted.

Two Sets of Hearings

The State Department and Tariff Commission will start two sets of hearings on Oct. 31, to get industry views on whether or not concessions should actually be granted on the items on the list and how much the concessions should be, if they are to be granted.

An MPAA official said member companies were now being asked to give the Association their views as to whether MPAA should or should not appear at these hearings, and whether it should protest any U.S. tariff concessions or should urge that the tariffs on these items be cut the maximum amount permitted by law. He said it would be a week or two before any decision was made.

Photographic and Raw Stock

The State Department included on its list photographic film and raw stock, along with photographic cameras except motion pictures.

1,000 Attend 'Harry' Premiere in Vermont

BARRE, Oct. 2.—Some 1,000 civic, industry and newspaper representatives attended the world premiere of Alfred Hitchcock's production of "The Trouble With Harry" which took place at the Paramount Theatre here on Friday evening.

The first public showing of the Paramount motion picture was a benefit premiere for the New England Flood Relief.

Among the celebrites who attended the premiere were Hitchcock, Mrs. Hitchcock, Shirlet MacLaine, Vermont Governor Joseph B. Johnson and Mayor Reginald Abare of Barre.

Brando Independent Film to Paramount

HOLLYWOOD, Oct. 2. — Paramount announced the conclusion of a deal for the production of a feature picture which will star Marlon Brando.

The production will be based on the novel, "To Tame a Land," by Louis L'Amour, a drama of the colorful old west.

The picture will be produced independently by Pennebaker, Inc. on the Paramount lot in Technicolor and VistaVision. George Englund is announced as the associate producer. Other members of the cast have not been chosen. Filming is scheduled to start in December.

'Sea' Here Oct. 12

Sir Alexander Korda's CinemaScope production of "The Deep Blue Sea" will have its debut at the Plaza Theatre, the first "art" theatre to equip for CinemaScope, on Oct. 12, it was announced by 20th Century-Fox, distributors of the British film.

Figures to Attend 'Gold' Roxy Preview

Top personalities of the entertainment world will be present at the Roxy Theatre here tomorrow evening when 20th Century-Fox's production, "Seven Cities of Gold" is introduced to Broadway with a Hollywood-style preview.

Premiere on Friday

Among those invited for an advance look at the DeLuxe Color picture are Jose Ferrer and Rosemary Clooney, Claire Bloom, Thelma Ritter, Clifton Webb, Helen Hayes, Tallulah Bankhead, Martha Raye, Sid Caesar, Patricia Neal, Betsy Von Furstenburg, Gloria Vanderbilt, Sloane Simpson, Jackie Gleason, Judy Holliday, Julie Harris, Jack Carter, Douglas Fairbanks, Jr., Denise Darcel, Rita Gam, Dorothy Gish, Maurice Evans, Raymond Massey, Phil Silvers, Robert Montgomery, Rise Stevens, Red Skelton and Charles Coburn.

The picture officially premieres at the Roxy on Friday.

'Roberts' 'Mentioned Most' in Southwest

"Mister Roberts" has been the "most mentioned movie" of the past four weeks in Texas and Oklahoma, according to the Audience Action Index of Sindlinger & Co., who queried a cross-section of the populace to determine the 10 pictures most frequently praised by word-of-mouth publicity.

In order, the nine films following "Mister Roberts" are: "Not As a Stranger," "To Catch a Thief," "The McConnell Story," "The Left Hand of God," "Lady and the Tramp," "To Hell and Back," "We're No Angels," "Love Is a Many-Spendored Thing" and "Pete Kelly's Blues."

'Test' Is Sought

Ban on 'Game' BeforeChicago Court Tuesday

Spurred by its recent victory in getting the controversial film, "The Game of Love," shown in Boston, Times Film Corp., national distributors of the picture, is renewing its legal efforts to lift the ban on the film in Chicago.

A hearing will begin tomorrow, in the Federal Court in Chicago on an action brought by the company seeking a basic court test of the constitutionality of the censorship system in the city of Chicago governing the showing of motion pictures. Appointed by the Federal Court, master Shipman will preside over the hearing.

In its complaint Times Film names as defendants the city of Chicago, Mayor Richard A. Baley, and Police Commissioner Timothy J. O'Connor.

Claim Rights Are Infringed

In denying Times Film a permit in Chicago to show the film the defendants are infringing on its constitutional rights in violation of the First and 14th Amendments to the United States Constitution guaranteeing free speech and the right to engage in lawful business, the complaint declares.

The main attack will be on the constitutionality of sections 1-7 of Chapter 155 of the Municipal Code of the city of Chicago, containing provisions regarding motion picture censorship which were last revised in 1933, lawyers for Times Film said.

Ohio RKO Theatres Managers to Meet

William Howard, vice-president of RKO Theatres, with Harry Mandel, national director of advertising and publicity, and Thomas Crehan, assistant to Howard, will conduct a meeting of RKO Ohio Theatres' managers in Cleveland tomorrow.

Among the managers present will be Joseph Alexander, Cincinnati; Ansel Winston, Dayton; Edward McGlone, Columbus, and Max Mink, Cleveland.

Following the meeting, Howard, Mandel and Crehan will visit the company's theatres in Columbus, Dayton and Cincinnati.

Name Bernstein AA Chicago Sales Mgr.

CHICAGO, Oct. 2.— Vic Bernstein, Allied Artists office manager and head booker here for the past three years, has been appointed Chicago sales manager, it was announced by Midwest district manager Nat Nathanson.

Don Goldman, formerly with Republic Pictures, will assume the position vacated by Bernstein.

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"SEVEN CITIES OF GOLD"
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"THE GIRL IN THE
RED VELVET SWING"
(October)

SHIRLEY JONES
"CAROUSEL"
(In production)

TOM EWELL
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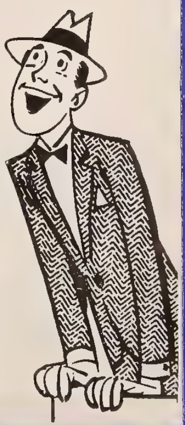

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FILM DAILY

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MOTION PICTURE DAILY

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

More on Equal Time

▶ The time may yet come—say early next year—when each of the networks will have to appoint a vice-president in charge of the ruling on and the allotting of equal time for political broadcasts. WRCA-TV has just turned down the request of the Republican State Committee of New York for "equal time" to answer WRCA-TV's recently inaugurated, once-monthly "Report to the People" by New York's Democratic Governor Averell Harriman. The request was turned down on the ground that a report by a public figure on his stewardship is not necessarily political, and also with the reminder that a similar request, from the Democratic State Committee in 1949, to answer a talk by former Governor Thomas Dewey, had likewise been turned down. But this is nothing to what's going to be happening next year.

Hand in Hand

▶ Martin G. Smith, Ohio exhibition leader, reports an interesting tieup between his Eastwood and Westwood theatres in Toledo, Ohio, and local station WSPD-TV, for the free distribution of a fine brochure devoted to the growth and prosperity of Toledo through the years. The television station bought two special trailers from Filmack, and paid for the screen time. Patrons of the theatres were told they could obtain the picture album, free and postpaid, by filling out an application in the theatre lobby. It was made clear that the joint enterprise was in the public interest, with the theatres and the television station as co-sponsors.

"Tonight" and Every

▶ NBC-TV's nightly marathon starring Steve Allen, "Tonight," was one year old last week and seems destined to go on hypnotizing a good portion of the country for months to come. To mark the anniversary, the network released figures to the effect that the show has given 260 performances, is carried by 47 stations coast-to-coast and seen in approximately 27,720,000 homes each night, and is responsible for an alleged "Goo Goo Doll" craze.

Research on Repeats

▶ The ABC-TV research people have come up with a complicated set of figures that prove—rather well, in fact—that sponsors for the 1955-56 "Topper" first repeat series are getting an excellent buy. The cost to the sponsor is the cost for a repeat show, while the show itself is first-time-on-television to the majority of homes watching it. After juggling Nielsen ratings, the number of homes *not* watching a specific telecast and the number of homes which have only recently bought TV sets, the ABC-TV experts state unequivocally that the odds are 5 to 1 that a home watching any "Topper" episode this season will be seeing it for the first time.

Final Philco Show

▶ A word should be said on the passing of the Philco Television Playhouse, a fixture on alternate Sunday nights over NBC-TV, and which concluded an illustrious seven-year career last night. Starting in 1948, when television was known principally for old movies with stars long since deceased and young ladies with plunging necklines, the Philco show helped point the way to live, adult entertainment, introducing such stars as Eva Marie Saint, Kim Stanley and Grace Kelly and providing a market for such thoughtful writers as Robert Alan Arthur, Paddy Chayefsky, Horton Foote and N. Richard Nash. Well done to all responsible.

Writers Meeting

▶ The Writers Guild of America, West, will hold a meeting of its television writers in Hollywood Friday to request authority to require members to withhold material and services from NBC-TV, ABC-TV and CBS-TV in connection with the production of films for television. Negotiations between the Guild and the networks, on a new collective bargaining contract covering filmed shows, were broken off September 20 at the networks' request that they needed time to confer with their home offices.

World Series

▶ There may be some question on the quality of the color—inevitable in view of the uncertain lighting conditions under which outdoor colorcasts are made—but there is no question about the vastness of the audiences which NBC-TV has reached with its coast-to-coast, 1955 World Series coverage (black-and-white). Nearly 200 TV stations carried the series, including 180 in the U. S. and about 20 in Canada. The average daily audience was estimated at 33,000,000 viewers and more than 60,000,000 *different* people are estimated to have seen at least some part of the series on home receivers.

FCC O.K. NBC-TV U.H.F.

▶ The Federal Communications Commission is evidently satisfied that the National Broadcasting Company's ownership of television stations does not represent undue concentration. After originally expressing its "concern" about the network's holdings, the Commission has approved the NBC purchase of station WBUF-TV, an ultra-high-frequency station in Buffalo. The purchase represents NBC-TV's entry into the ultra-high-frequency band, its five other stations—in New York, Washington, Cleveland, San Francisco and Los Angeles—being in the very-high-frequency band.

New Partnership

▶ Bernard Delfont, British theatrical impresario, announced in London last week his new partnership with Herbert Wilcox for the production of and worldwide distribution of films for television. He said that all artists under contract to him and to Mr. Wilcox would be available for the films, to be produced in Great Britain beginning shortly after Christmas. The stars include Anna Neagle and Norman Wisdom.

A BIT OF GENIUS OR—GILDED LILY

NOT merely touches of genius, but large dollops . . . The buildup is ABC's "dream come true": Mickey Mouse is what they say he is, the kids' delight, a certain hit, and whether the sociologists despair or not, the creator of the 21st Century.

Walt Disney
MICKEY MOUSE

All of the above is by way of saying that Thursday morning trade writers saw for the first time "The Mickey Mouse Club," one solid hour, the show that goes on late this afternoon with $15,000,000 worth of backers, and continues five days each week.

Orange juice, coffee and danish, easy chatter with ABC publicists, words remarkably apt from chief publicist Gene Akis and vice-president Robert Weitman who said:

Robert Weitman Photos, Television Today

"Disney is the closest approach to genius this industry has. In this program, he touches all human emotions. We can only gild a lily when we talk about this fellow. I think you will see here the answer to the question, What is new?"

The lack of patronizing, the absolute frankness, the realism within tacit limits—these are the Disney touchstones as he beguiles and informs the young. His newsreel is a newsreel: it happens to be concerned with children, their world: a children's orchestra in Italy, two youngsters riding an airplane boat across the Everglades, boatmen in a scene from the making of "Davy Crockett," moments in the making of pictures by Disney's studio.

The Mousketeers, led by adults Jimmy Dodd and Roy Williams, are dancers, singers, musical comedians of adult stature but junior age: again, they have the lack of self-consciousness born of the knowledge that before their audience they are equals.

There is a new puppet, Sooty, and there are serials, and there is a Jiminy Cricket segment, animated and presenting rules of safety.

Sponsors whose advertisements were seen are Coca-Cola and General Mills. Each had three spots to a 15-minute segment, each endeavored to reach the juvenile. The verdict is: labored but passable.—*F.E.S.*

Shows on the Mark

The season's first performance of "I Love Lucy" begins tonight on CBS-TV. John Wayne will be among the personalities this first program. General Foods and Procter and Gamble sponsor. Fifth year.

◆

"Mike Wallace and the News" goes on WABD tonight, Monday through Friday evenings. Mr. Wallace is a "24 hour-a-day" reporter of news, in New York, sitting on top of it. Bond Clothes sponsors.

◆

"The Chevy Show," starring Bob Hope and featuring as guests Jane Russell, Janis Paige, Wally Cox and Roy Rogers, has its premiere Tuesday over NBC-TV 8-9 P.M., E.D.T. The show, with either Mr. Hope, Dinah Shore or Betty Hutton, will be seen every third Tuesday.

◆

NBC-TV's highly publicized Screen Directors Playhouse gets underway Wednesday 8-8:30 P.M., E.D.T., on film. Eastman Kodak is the sponsor.

◆

The General Electric-sponsored "20th Century-Fox Hour" will be seen for the first time Wednesday 10-11 P.M., E.D.T. on CBS-TV. The first of the alternate week series will be Noel Coward's "Cavalcade," starring Merle Oberon and Michael Wilding. The second show, October 19, will be "Laura," starring George Sanders and introducing rising young Dana Wynter. Both "studio" portions will plug "The Tall Men."

◆

Jack Benny returns to "book" comedy in the premiere of CBS-TV's "Shower of Stars" Thursday, 8:30-9:30 P.M., E.D.T. The play is an adaptation of the Broadway stage hit, "Time Out for Ginger."

◆

Also Thursday, 8:30-9:30 P.M., E.D.T., the new Jackie Cooper film series, "The People's Choice," has its premiere over NBC-TV. Borden's is the sponsor of the situation comedy.

◆

"All That Glitters," with Arlene Dahl and Richard Denning, will be on the Ford Theatre when that show begins its fourth season over NBC Thursday.

◆

"Our Miss Brooks" starring Eve Arden, returns for its fourth year on CBS-TV Friday. It's a drama involving school personnel.

◆

ABC-TV's new film series, "Crossroads," makes its debut Friday, 8:30-9 P.M., E.D.T. Chevrolet is sponsor. Also on Friday "Mama" returns on CBS-TV, 8-8:30 P.M., E.D.T.

◆

"The George Gobel Show" that returns Saturday, 10-10:30 P.M., E.D.T., over NBC-TV, is to follow the format that was so successful last year. On hand will be John Scott Trotter and (after some question) Peggy King. Guest stars will be on hand as the script requires.

◆

"The Big Surprise," Louis G. Cowan's NBC-TV answer to his own CBS-TV "$64,000 Question," will have its premiere Saturday night at 7:30, E.D.T. with prizes up to $100,000.

◆

NBC-TV's "1976," to be seen Sunday over NBC-TV, 4:30-5:30 P.M., E.D.T., and which is to be sponsored by the American Petroleum Institute, is reported to be based on a book still in manuscript by Sylvester L. Weaver, president of NBC. The book, "Tomorrow," is about things to come in 21 years.

Competing for the viewers' attentions Sunday will be CBS-TV's "Omnibus," 5-6:30 P.M., E.D.T., which marks the beginning of its fourth year on the air.

◆

Maurice Evans' once-monthly NBC-TV "Hallmark Hall of Fame" gets under way October 23 with an all-star "Alice in Wonderland," featuring Eva LeGallienne, Bobby Clark, Elsa Lanchester, Martyn Green and Burr Tillstrom. Gillian Barber of England will make her American debut as Alice.

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"MATINEE THEATRE" BECOMES A SCRIPT PROVING GROUND

by SAMUEL D. BERNS

***HOLLYWOOD:* NBC-TV has opened its doors to an unprecedented opportunity for film and play producers, with acceptable story material, to utilize the fabulous "Matinee Theatre" operation as a proving ground for developing such material into productions for the allied entertainment mediums.**

Albert McCleery

Albert McCleery, the producing foreman of the dramatic assembly line, which was conceived in a 40-page "remark" by Sylvester "Pat" Weaver, and executed in army-styled maneuvers by the same articulate McCleery, needs 184 more hour-length scripts to reach his quota of 266 for the first year's schedule. His invitation to cooperate with outside producers in the adaptation of qualified material for "Matinee Theatre," is expected to open fresh opportunities to rising young creative and production talent and establish a closer bond among the theatre, motion pictures and the television network.

◆ ◆

Operating on a round-the-clock schedule, with offices and rehearsal halls buzzing in Hollywood, and the world's largest color television stage in Burbank set up on a rote system, with half of the stage handling a current presentation while the other is preparing for the following day's telecast, one must stop to consider the basic principle that makes such an operation possible. Boiling it down into two words, it is "Cameo Theatre."

Mr. McCleery's Cameo theatre technique eliminates the use of burdensome, meaningless backgrounds, sets and props. The heart of the story is projected by bringing human beings into focus and only those backgrounds and props that come into physical contact with the characters. The producer credits Eddie Allen, his head property man, as his most important production assistant.

At the moment Mr. McCleery has 16 directors assigned to deliver 23 kinnies within the next 30 days, which will become part of a pool to take care of the days that Milton Berle pre-empts the color studios on every third week. The cameras don't have a chance to cool off, with a cast on call each day at 5:30 a.m., two rehearsals and a kinny rolling at 11 A.M.

The producer, who spent 10 years as director of the Fordham University theatre and the past six and a half years with NBC, selected Ethel Frank in New York and Peter Kortner as story heads; Winston O'Keefe, formerly with the Theatre Guild, to take charge of the talent, and Darrell Ross to supervise the production units, to round out the "Matinee Theatre" board of strategy.

◆ ◆

Although $15,000 has been established as the budget for each of the shows, Tom Sarnoff has agreed to head a project adding $20,000 to the program cost and make three hour-length features in color to be added to the reserve pool. NBC will then own these films for future use away from the original series.

From all indications it appears as though producers, agents, etc., in Hollywood, will be staying in their offices for sandwiches and coffee during the noon hour, starting October 13, to scout for new faces, new material and new horizons.

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Passing in Review

IN THE LONG VIEW of show business history, it may be that the introduction last Saturday night of DuMont's Electronicam, via Jackie Gleason's new CBS-TV "The Honeymooners," was the most significant of the week's events. Economic considerations aside, this "live-on-film" technique should cause quite a stir, especially in light of growing resentment to canned laughter on top comedy shows. The Gleason laughs are strictly for real. Also in the week, Jack Benny came back with his usual problems (September 25, CBS-TV) and a loudly touted "new" Milton Berle returned (September 27, 1955, NBC-TV) looking (and sounding) very much like the old Milton Berle, with Esther Williams looking lovely, old or new, in color. Max Liebman lauched another season of his own special spectaculars with an all-star "Heidi" (October 1, 1955), and the following night over CBS-TV Alfred Hitchcock launched his personally supervised "Alfred Hitchcock Presents." CBS-TV's long-scheduled "My Friend Flicka" series, which had been due to make its debut Friday night, was cancelled at a comparatively late date and replaced by "The Adventures of Champion," a Gene Autry production, as any respectable child would know from the title. Also in the week:

FORD STAR JUBILEE, starring Judy Garland, CBS-TV, 1½ hour, 9:30 P.M., EDT, September 24, 1955. Live, color, from Hollywood. For Ford Motor Company.

Judy Garland provided a truly spectacular kick-off for the Ford Star Jubilee series of once-monthly 90-minute specials. It was spectacular in point of star talent as well as in the advance audience interest which the star brought to the show, probably the most thoroughly (and handsomely) reviewed telecast so far this season. At this late date (eight days after the event), it might be pertinent to mention a few reservations, none of which reflects on the basic talents or abilities of Miss Garland or her co-star, David Wayne. Laryngitis and extreme nervousness notwithstanding, they delivered. It seems, however, that the format was uncertain (Where were we? At the Palace? In a television studio?) and the show without the pace or direction necessary to point 90 minutes of viewing. Also, that climactic, all-choked-up rendition of "Over the Rainbow," nothing less than overwhelming at the Palace, was embarrassing under the close scrutiny of the TV camera. This was quite a show, all right, but with any less a personality than Miss Garland it would have looked like early post-war television, when few people knew exactly what to do with the medium. Sid Luft produced with director Paul Harrison doubling as associate producer along with Bernie Gould.

CAESAR'S HOUR, NBC-TV, 1 Hour. Monday, September 26, 1955. 8 P.M., EDT., Live from New York. For Helene Curtis, Remington, Rand, American Chicle Company.

Sid Caesar returns to the telecision screen in his own show, and offers the brand of comedy which brought him spectacular success in the medium originally with Imogene Coca. Despite an occasional tendency to overdo, Caesar is almost always entertaining, herein at his best in a skit satirizing the gangster-cigarette girl romantic melodrama of the 1920s. His search for culture with the aid of a "professor," who falls in love with his gal, is good comedy. The usual song and dance boy and girl chorus, apparently inevitable in this type of show, adds nothing. Assisting Caesar, with reasonable success, are his old standbys, Nanette Fabray, Carl Reiner and Howard Morris. The Caesar fans will be happy at his return. Leo Morgan produced and Clark Jones directed.

ADVENTURES OF ROBIN HOOD, CBS-TV, ½ Hour. Monday, September 26, 1955, 7:30 P.M., EDT. For Wildroot and Johnson & Johnson, alternating.

It was inevitable that the legend of the fabulous Robin Hood of Sherwood Forest in the Merrie England of long ago would be brought to television in series form. As might have been expected, reasonably, it was produced in England, and emerges as good entertainment, of its sort. It is not designed for the more discriminating viewer, of course, but for those youngsters and older folks who like the adventure of yesterday in appropriate setting and costume, it should be found good entertainment. And if there are those who call it an American Western in other clothes and circumstances, the answer is that the same may be said of so many other shows, and what of it, in any case. Richard Greene is an energetic and personable Robin, aided by Ian Hunter, Alan Wheatley and Bernadette O'Farrell. This first episode establishes the treachery which leads the rightful heir to his father's estates to the life of an outlaw and his adoption of the name Robin Hood. Official Films is the American distributor.

RED SKELTON SHOW, CBS-TV, ½ hour, 9:30 P.M., EDT, September 27, 1955, live, color, from New York. For C. S. Johnson & Son.

It was slapstick premiere for Red Skelton in a show comprised partly of situation comedy and partly of outright revue, a format originally developed and then done to a fare-thee-well by some great radio comedians of the past. Mr. Skelton worked hard, averaging more than a pratfall a minute, as he recounted the trials attending his cross-country tour to get to New York and this premiere. Does anyone ever wonder what the show would have been about had nothing happened on that cross-country tour—that is, within the context of the script? The star was aided by a pleasantly vigorous contribution by Ed Sullivan, on whose show, incidentally, Mr. Skelton appeared to more comic advantage the preceding Sunday night. A lively presentation of routine material. Cecil Barker was producer.

BRAVE EAGLE, CHIEF OF THE CHEYENNES. CBS-TV, ½ Hour. Wednesday, September 28, 1955. 7:30 P.M., EDT. Not sponsored.

Roy Rogers' prolific Frontiers, Inc., here offers a new series of Westerns, but with a difference. For here the protagonists are the American Indians of the early west, specifically the Cheyennes, and it would appear to be the basic premise that there are good Indians and bad Indians, just as there are good white men and bad white men. The cavalry is present, of course, and this first subject concerns the effort of a bad Indian to wrest Brave Eagle's chief's head dress from him, and to take over in order to make war upon the whites and their cavalry. The effort comes to naught, thanks to the alertness of the young son, Kim Winona, and the sanctity of the Indian treaty is upheld. Keith Larsen makes perhaps a too personable Chief Brave Eagle, and Bert Wheeler, of all people, is a rather incongruous aide-de-camp. The Indians aren't enough like what Indians are supposed to be like, and the whole thing never quite rings true. Paul Landers produced and Jack Lacey directed.

SECOND THOUGHTS: Television's freshest and most whimsical five minutes may well be those of Nancy Berg's "Count Sheep," WRCA-TV's nightly sign-off. The wonderful business ranges from testimonials to Maurice Chevalier to the reading of Chinese menus and thoughts on the British monarchy. . . . After CBS-TV gets all its Fall shows on the air, perhaps there'll be a little less of that cross-plugging of CBS-TV programs, such as the "mystery guest" appearance of Jackie Gleason on "What's My Line" the other night.

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Who's Where

WILLIAM V. SARGENT is now director of administration for NBC-TV, a new post, in New York. He had been director of business affairs, will report directly to **THOMAS A. McAVITY**, vice-president in charge of the NBC network, who announced the appointment.

LEO DUROCHER, erstwhile New York Giants "dandy little manager" is now an NBC talent executive and probably part-time performer (he may even be a TV show pinch-hitter). He'll headquarter on the coast. He likes it out there anyway.

GEORGE BOLE has been appointed production vice-president of United World Films, Inc., television producing arm of Universal Pictures, headquarters, Hollywood.

JACK MISHLER and **WILLIAM KAHAN** have been added to the sales staff of Interstate Television Corporation, Allied Artists subsidiary.

JOHN B. BURNS, director of national sales; **PATRIC RASTELL**, midwest manager, are promotions at ABC Film Syndication. Sales staff additions: **ROBERT B. MIEHLE**, midwest account executive; **AL GODWIN**, eastern sales; **FRED J. STRATMAN**, from Hollywood to San Francisco office manager.

BARRY SHEAR now executive producer-director for WABD, New York.

JESS OPPENHEIMER to NBC, Hollywood, as major program department executive, next Spring, at the conclusion of his current pact with CBS and Desilu.

LES COLODNY has been named manager of comedy development for NBC, and has charge of four new writers, winnowed from several thousand: **WOODY ALLEN, PAUL PUMPIAN, HARVEY MILLER, PAUL KEYES.**

RAPHAEL ELAN, president of Elan-Porter Productions, and **LEO NEJELSKI**, head of Nejelski and Company, announce the "organic integration" of their companies through stock transfer.

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HOLLYWOOD

William Holden, one of the film colony's best authorities on recorded music, helped **Ethel Longstreet** and **Leo Kepler** launch their new "Cavalcade of Records" series on KNXT. . . . **Don Fedderson** snagged another popular film director, **William Seiter,** for one of his "Millionaire" segments to be filmed at Republic studios. . . . **John Lupton** starred in "Cowboy for Chris," the first of **Albert McCleery's** "Matinee Theatre," which becomes part of the kinnie pool to take care of the days when **Milton Berle** pre-empts the NBC-TV color studios in Burbank.

◆

Another proof of the trend by major film producers to draw on TV for story and other creative talent is indicated in MGM's current production of "Fearful Decision" starring **Glenn Ford** and **Donna Reed. Alex Segal,** who directed the original for U.S. Steel Hour, was signed to put it on the screen. Similarly, **Cyril Hume** and **Richard Maibaum** were called on to revise their original script into a screenplay. We can also add "The Decatur Story," "The Rack," and "The Red Car," all from TV, to the Metro schedule. . . . **Tony Bartley, Deborah Kerr's** spouse, is planning to film a series abroad titled "Tales of the Foreign Legion." All right, "Captain Gallant," move over. . . . Caught a glimpse of a couple of **Worthington Miner's** new "Frontier" filmed series for NBC. One of these starring **Jeff Morrow** and **Sally Brophy** will rate top raves. **Mort Fine** and **Dave Friedkin,** who wrote the "Broadway Is My Beat" radio favorite over CBS, are using their typewriters on this one.

◆

Aiming for a block programming wedge that will get the kids, CBS-TV is prepared with five half-hour family shows for the springboard slot. The shows, telecast PST. 6:30-7:30 and EDT 7:30-8:30, of primary interest to youngsters, include "Adventures of Robin Hood," "Name That Tune," "Brave Eagle," "Sergeant Preston of the Yukon," and "Adventures of Champion" (without Gene Autry), rolling Monday through Friday respectively. All are on film with the exception of "Name That Tune." . . . NBC-TV now has 38 network shows originating out of Hollywood as against 11 last year.

◆

Those four stars of Four Star Theatre are considering replacing themselves with other stars when they start the fourth year of their series next Spring. . . . Residual Warning: Don't look now, but each TV year sees an increase of nearly 250 half-hour filmed dramatic shows. They'll have to be super-duper to qualify for re-runs. Budgets may have to be trimmed to realize profits on the first run . . . and the exponents of live TV will be smacking their lips. . . . **Jane Wyman's** filmed series is good therapy for the busy housewife or hard working guy. Jane possesses an unusual quality that soothes the nerves and relaxes the viewer. . . . **Bob Hope** starts his 19th year in Hollywood with NBC.

—*SAMUEL D. BERNS*

TV PRODUCER FOR BRITISH NETWORK

Guy Nottingham

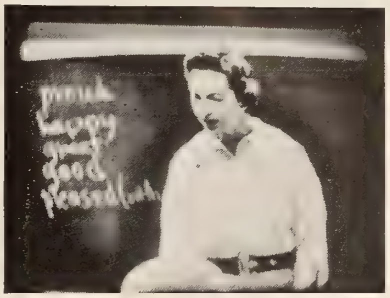
LONDON: In Britain these days, the appointments in "commercial" television multiply. Guy David Nottingham, our subject here, has become producer for the ambitious Granada Theatres' television network. When its Northern Region Programmes begin next Spring, Mr. Nottingham will have evolved several of Granada's most important dramatic and variety series. He also is helping train production personnel and had a hand in organizing Granada's training school, which will begin operations in London early next year.

The new British television executive came to England first in 1953, on leave from Baltimore's station WBAL-TV. He was studying British television methods. There was sufficient impression to make him resign a seven-year producer post, and return to Britain with his English wife for a permanent situation.

TV's "Come of Age," Says Gitlin of CBS

by FLOYD STONE

IRVING GITLIN and his "Giants." Well, they're coming, and they're going to be in the realm now known as spectacular,



Irving Gitlin   Photos, Television Today

and they'll be one hour and a half, and that's all he's able to let us know. Meanwhile, the director of public affairs for CBS talked in New York the other day to news and trade men about the new programs in his domain, and some old ones.

The gist of Mr. Gitlin's message is that Television has come of age. In other words, to those who create and promote the news and news interpretation programs, it is a fact that people have developed an appetite for the factual and the informative. So much so that there are new programs for their widening curiosity, and these programs themselves are experimental.

Mr. Gitlin talked particularly of "Talkaround" (new), which he described as provocative. He pushed buttons on a 16mm projector, and Katherine Copeland's "free-wheeling" discussion with teen-agers came to life. And we agreed it *is* provocative. How she guides youngsters into exploring ideas behind words, is the program, and it has novelty, fascination—and entertainment. A school teacher once, she adds to that peculiar talent those of the mistress of ceremonies—and the actress.

There also was description of "Face the Nation" and "Let's Take a Trip" and "Adventure"—with Mr. Gitlin at the projector again for scenes from the latter, enthused because a helicopter with American Museum of Natural History explorers itself had adventures.

There was talk too about "Lamp Unto My Feet," religious drama; "Look Up and Live," also religious; "U.N. in Action," and an educative series, "Report Card" (new), which allows for public inspection of the views on Education of such personalities as Roy Larson of Time, Inc., and Neil McElroy of the Procter and Gamble Corporation.

There is in these programs one common denominator: Sunday. To top them all, there will be the new "Sunday with Sevareid" (Eric) where allegedly the commentator will freely as he desires comment.

The schedule, with or without the unnamed "giants" is the largest in history, Mr. Gitlin points out, and he says: "It is easy to be clever but it is hard to have something to say. We go somewhere because there is something of value there. I know we will go out of Sundays. I know the giants we are preparing will preempt time of regular programs. That is Television coming of age. . . ."

The Show-Makers

Carl Sandburg, *eminent poet and biographer, will appear in "1976," NBC television view of the world, slated for Sunday, October 9.* ***Ben Park,*** *NBC director of public affairs, announced the signing.*

◆

Claire Bloom *has been selected by* ***Jose Ferrer*** *to portray Roxanne, heroine of "Cyrano de Bergerac" in which Ferrer will play the title role on Producers Showcase, October 17 over NBC-TV.*

◆

Constance Ford *and* ***Coe Norton*** *are to appear in the first of the series, "Way of the World," to start this week after the World Series telecasts. The NBC show was written by* ***Nelia Gardner White*** *and adapted for television by* ***Donald Yerrill.***

John Brahm *has been named director of "Laura," new subject put before the cameras on the coast by Twentieth Century-Fox Television Productions for its General Electric TV series. The script was by* ***Mel Dinelli.***

◆

NBC has commissioned ***Gian-Carlo Menotti,*** *famed opera composer, to compose an opera for television, it has been announced by* ***Samuel Chitzinoff,*** *producer of the NBC Opera Theatre.*

◆

Jose *and* ***Ampara Iturbi*** *will be the guests of* ***Jimmy Durante*** *October 8 when the "Texaco Star Theatre" picks up for the 1955-56 season over NBC-TV.* ***Eddie Jackson, Jack Roth*** *and* ***Jules Buffano*** *will be providing support on the Durante show again.*

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

REVIEWS:

Lord of the Jungle

Allied Artists

DESIGNED PRIMARILY for the youthful trade, "Lord of the Jungle" has an adequate amount of suspenseful developments. Another in the Bomba the Jungle Boy series, this one's got the guest name-presence of Wayne Morris and Paul Picerni, who've had some top roles in their lengthy film colony stays.

Action, of course, is concentrated on the exploits of one Bomba, convincingly enough portrayed by Johnny Sheffield, who is a junior edition of the African interpretation of Robin Hood. He has many friends in the Dark Continent country, and his main objective seems to preserve the wild life.

Morris, Picerni and William Phipps, elephant hunters, arrive in the district with official orders to exterminate a herd of rogue elephants that has been terrorizing native villages.

Sheffield resents the intrusion, and expresses his dislike of the kill orders. He lets it be known that he'd prefer seeing the elephant leader done away with and the remainder of the herd left to roam.

The hunting trio, however, doesn't go for this ultimatum, and ties him up, guarded by natives. Nancy Hale, niece of game commissioner Leonard Mudie, rescues said Bomba, and the latter is off and running for the herd's location. He arranges for the lead elephant to be slain by Mudie, and leads the remainder of the herd to the Morris, et al, camp site, and convinces them that additional killings are needless.

It may be depressing to the older elements of your audience to see ex-leading men like Morris and Picerni tramping through the underbrush, but the youngsters will enjoy this one.

Ford Beebe produced, directed and wrote this attraction.

Running time, 69 minutes. General classification.

Jail Busters

Allied Artists

ANOTHER EPISODE IN the lives of the Bowery Boys is offered here, but it carries no characteristic of import that sets it apart from others in the series.

There is an opening, a minor crisis, some inevitable mixup in planning and signals, and then a mad, but somehow successful, dash for success.

In effect, then, it's up to the Boys themselves to conduct themselves as best they can in the endless quest for laughs. Let it be said here that Leo Gorcey, Huntz Hall and their aides, experienced the intricate task of laugh procurement, register strongly in "Jail Busters."

Their surroundings—and the Boys have toured the cinematic world for lo! these many years—are the State's prison, to which they've hied themselves in a search for clues to "Big Greeney," alleged go-between for confidence men who beat up a newspaper reporter pal of the Boys. Newsman Lyle Talbot suggests that the Boys fake a store robbery in order to "get sent up the river." He adds that police and prison warden, of course, will realize they're undercovermen for the newspaper and aid them.

Much to the Gorcey-Hall clique's chagrin, Talbot, bullied by the con men for a long-due $1,500 bet, turns the Boys' robbery "take" over to a fence for cash and ignores the prison-bound Boys.

Behind the grim, gray walls, Gorcey and Hall soon learn that their newspaper pal had been investigating prison guard-payoffs by "Big Greeney," the latter's cohorts receiving preferential treatment from chief guard Barton MacLane in exchange for money.

Reaching near-despair in their attempts to convince prison authorities of the presence of a payoff, the Boys finally hatch an involved, but effective, method of proof and there's a light-hearted era in the cells again as MacLane's coterie is marched away in the gloom, and Gorcey and Hall are hailed as deserving heroes.

Theatres accustomed to this type of attraction have a ready audience.

Ben Schwab served as producer and William Beaudine's direction wisely stressed the inimitable Gorcey-Hall clowning.

Running time, 61 minutes. General classification. September release.

Selection of TOA President

(*Continued from page 1*)

ing tossed around as likely presidential prospects. Among them are John Rowley, M. A. Lightman, Jr., Myron Blank and, looming as a "dark horse," Albert Pickus. It is reported that feelers were put out to George Kerasotes, but that he replied he would be unavailable because of his health.

Pat McGee, Leonard Goldenson, Elmer Rhoden and others have, unofficially, at least, crossed themselves off the list because of their own business responsibilities. The most popular choice appears to be Sam Pinanski, but now, as in other years, he is resisting the pressure placed upon him.

Final convention plans are to be formulated in the TOA suite of the Biltmore Hotel here tomorrow. The nominating committee will meet on Tuesday. The stockholders of the Exhibitors Film Finance Group also will meet on Tuesday, as will the TOA finance committee. Registration of delegates will get under way on Wednesday when there also will be a joint meeting of the executive committee and the board of directors. The various committee chairmen will submit their reports at that time.

Color-Shorts Series Is Planned by RKO

A new all-color series of short featurettes entitled "Wildlife Album" is to be offered by RKO Radio starting with the first release on Oct. 21.

Sidney Kramer, the company's short subject sales manager, announces "The Whitetail Buck," with narration by Thomas Mitchell, as the first of the new series. It was produced by RKO-Pathe, Inc., under the personal supervision of Jay Bonafield. Winchester Arms provided technical assistance. The running time is 27½ minutes and the prints are by Technicolor.

"The Whitetail Buck" is the story of deer country and the whitetails in particular. Woven into the subject is a story of two pals—father and son against the background of the forest.

'Conspiracy'

(*Continued from page 1*)

Yankwich again expressed his view that an agreement among two or more parties to perform an act that is legal when performed by one party does not constitute conspiracy within the meaning of the Sherman Act. The jurist expressed this view similarly on opening day, Sept. 20th.

On the same general basis, Judge Yankwich said, bringing extended discussion down to focus, "Even if there is a conspiracy—if the restraint of trade is not unreasonable—or is a reasonable restraint—then there is no case."

The court went on to assure counsel he was not trying to interrupt his presentations, but to define his interpretation of the Sherman Act in relation to the present allegations.

The court does not sit on Monday. The first live witness testimony may be taken Tuesday.

B'klyn House Calls Off Bingo Game

The playing of bingo in motion picture theatres "cheapens the exhibition industry and relegates films as secondary entertainment," Harry Brandt, president of Independent Theatre Owners Association, said in a letter to Brooklyn theatre owner Albert Greene, who planned to offer bingo to his Avenue U Theatre patrons tonight.

Brandt cautioned Greene in the letter to call off his bingo game as it "would place your theatre operation in jeopardy."

Had Received Threats

Greene, bowing to the inevitable, cancelled his "Cha Cha" game on Brandt's advice and because of the stench-bombing threats received in the last three days. The bingo game was planned by Greene as a test of the 1952 court decision which held that bingo could be played in conjunction with entertainment for which admission was charged.

The ITOA president also reminded the Brooklyn theatre owner that bingo under the State Constitution is illegal. A referendum by the voters of New York State and a legislative act is necessary to legalize bingo, Brandt advised Greene.

'U' Talent

(*Continued from page 1*)

in order to present new acting talent, new faces on the motion picture screen."

There is a vast shortage of top starring talent, Daff stated, disclosing that Universal is now embarked on a global-thinking program by signing European talent who speak acceptable English. Among the recent talent signed are actress Cornel Borchers, actor Rossano Brazzi, to individual picture contracts over a term: Ziva Shapir of Israel, a top English performer, and Fischer.

Daff, highly enthusiastic about the ability of Fischer, said that the German actor recently appeared in four German films each grossing over $1,000,000 in the German market. The Universal vice-president said that Fischer will star in two pictures within the next three years.

Daff Says

(*Continued from page 1*)

the poor showing of British product at the feet of the distributors here," Daff stated, pointing out that it is exhibitors who own the theatres which "make or break" a film.

Daff said that in the case of Universal, the company has extended itself in handling J. Arthur Rank product. "We can't force theatres to play British films since we don't own theatres in the U. S.," the Universal vice-president said.

Adelman Case

(*Continued from page 1*)

was awarded $20,000, later being denied an injunction against the defendants.

The eight distributors named in the case are 20th Century-Fox, RKO Radio, Paramount, Warner Brothers, Loew's Inc., Columbia, United Artists and Universal.

Mexico Union Picture Now More Tranquil

MEXICO CITY, Oct. 2.—Barring a few wage increase demands that the National Cinematografic Industry Workers Union (STIC) continues making upon small exhibitors, labor peace prevails in the trade, now that STIC has completed its pay hike victory by forcing the small independent distributors to grant the 17 per cent salary rise that it forced upon the major distributors, including the nine American companies. STIC had threatened to call a strike against the independents unless they met its demand.

STIC quashed the independents' argument that as their income is much smaller than that of the majors it is unfair to demand that they pay the same wages, by insisting upon "employment equality"—the unionist doing a particular job must get the same pay no matter who is the employer, large or small. This pact, like that for the majors, is for two years, expiring June 30, 1957.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 66 NEW YORK, U. S. A., TUESDAY, OCTOBER 4, 1955 TEN CENTS

Evans Reports

Theatres Taste NewProsperity 'Down Under'

G.U.T. Executive Cites Upsurge; Plan TV Entry

New techniques and the quality of new pictures were given generous credit for substantial increases in theatre attendance in Australia during the past two years by John Evans, a director and chairman of the executive committee of Greater Union Theatres, at a luncheon here yesterday.

"The sponsors of CinemaScope," Evans said, "provided us with far more than CinemaScope. They actually provided motion pictures with a new impetus."

The Australian theatre executive,

(*Continued on page* 11)

Report Hyman Bids For TV Rights to Para., U-I Films

Negotiations for the TV rights of a reported 35 features from Paramount Pictures and 10 features from Universal-International to Associated Artists Productions were disclosed here yesterday.

Eliot Hyman, Associated Artists Productions president, made the initial disclosure in a statement maintaining that the delivery of the pictures from Paramount and Universal to his company "has been halted by a refusal of the American Federation of Musicians to grant broadcasting rights to the music tracks of the films.

"The decision by the (AFM) was

(*Continued on page* 10)

Awards Ballots Cost Is $2 Per Thousand

A price of $2 per thousand has been set by National Screen Service for Audience Awards ballots to be used by the public, it was announced yesterday by Robert W. Coyne, COMPO special counsel.

"A number of exhibitor leaders whom we consulted," Coyne said,

(*Continued on page* 10)

Board Convenes Tomorrow

Trade Practices, Rentals In TOA Meeting Spotlight

From THE DAILY Bureau

LOS ANGELES, Oct. 3. – As delegates to the Theatre Owners of America convention started to arrive here today, opinions were expressed that trade practices and rental terms would highlight the topics for discussion during the four-day conclave at the Hotel Biltmore here. The convention starts formally on Thursday.

The exhibition problems will be throughly discussed at two forums—one for drive-in theatres and the other for conventional theatres on Saturday, but the TOA board of directors, which will meet on Wednesday, will delve into the trade practices and

(*Continued on page* 11)

E. J. Smith, Jr., to A.A. Int'l as V-P; Will Live in London

E. J. Smith, Jr.

The appointment of Edwin J. Smith, Jr., to the newly-created post of vice-president and overseas supervisor of European operations for Allied Artists International was announced by president Norton Ritchey.

Smith will resign his present post as foreign sales manager for RKO Radio Pictures, with which he

(*Continued on page* 11)

First 16mm Witnesses To Be Heard Today

From THE DAILY Bureau

HOLLYWOOD, Oct. 3.—The government will put its first witnesses in the 16mm trial on stand tomorrow. Although the identity of the first witnesses could not be positively ascertained, Judge Leon Yankwich has signed an order authorizing the issuance of subpoenaes to Henry Ro-

(*Continued on page* 10)

Kido Reveals Plans

Shochiku, Japanese Company, Will Make 5 for U.S. Market

By LESTER DINOFF

Shochiku Co. of Japan, fully recovered from the impact of World War II and post-war difficulties, will produce five pictures by July of 1956 for foreign distribution, particularly for the U.S. market, according to Shochiiku president Shiro Kido, who currently is here on a trip around the world.

Kido, speaking through interpreter Sam Ishikawa, reported yesterday at the United Artists home office, that his company is now back at "its prewar operational level and is producing motion pictures which have universal appeal." Shochiku owns 51 theatres located in all sections of Japan.

The first of the group of five films, Kido said, is "The Mask and Destiny," which will have its first American screening here tonight. Two other films set are "Christ in Bronze" and "Eijima Ikujima," the Shochiku head said. The remaining two films will be produced by next July, he said.

Shiro Kido

The Japanese film executive pointed out that if foreign film achieves some measure of success in the United States, then that film should do as

(*Continued on page* 10)

Ryder Says

Investment in Changes Tops Net Income

Asks Industry to Study New Processes' Values

Special to THE DAILY

LAKE PLACID, N. Y., Oct. 3. – Pointing out that in 1954 exhibitors laid out for new processes an amount exceeding their combined net income, Loren L. Ryder, head of engineering and recording at the Paramount studio, today urged the industry to pause and consider the economic value of any future changes.

Loren Ryder

Speaking at the semi-annual convention of the Society of Motion Picture and Television Engineers here,

(*Continued on page* 7)

The Actor-Producer Is a Talent Problem, SPG Tells the Press

From THE DAILY Bureau

HOLLYWOOD, Oct. 3.—Problems confronting producers in obtaining proper casts for pictures at budget levels commensurate with present conditions in the industry was the theme of the Screen Producers Guild luncheon meeting with the press, held

(*Continued on page* 10)

UATC to Underwrite Magna Stock Sale

From THE DAILY Bureau

WASHINGTON, Oct. 3. – Magna Theatres has filed with the Securities and Exchange Commission a registration statement for 110,000 shares of 5-cent par common stock.

The company said it proposed to sell the stock at $5 a share to holders

(*Continued on page* 9)

PERSONAL MENTION

GEORGE F. DEMBOW, president of National Screen Service, left New York yesterday for Hollywood.

•

DAVE GOLDING, Samuel Goldwyn advertising-publicity manager, and ARTHUR CANTON, Eastern division press representative for M-G-M, are in Philadelphia today from New York. On Thursday they'll be in Boston.

•

THOMAS F. O'CONNOR, RKO Theatres vice-president, has been discharged from St. Clare's Hospital here and is recuperating at home before returning to his desk.

EMANUEL SACKS, Radio Corp. of America executive vice-president, will arrive in New York from Europe today aboard the "Queen Mary."

•

FAY ROTHMAN, secretary in the Columbia home office sales department, is vacationing in Hollywood from New York.

•

AL FITTER, assistant to HUGH OWEN, Paramount distribution vice-president, has returned to New York from Dallas.

•

KENNETH MACKENNA, M-G-M studio executive and story head, will leave Hollywood next Monday for New York, London and Paris.

•

GEORGE MURPHY, M-G-M studio public relations head, has returned to the Coast from New York and Washington.

•

ALFRED E. DAFF, Universal Pictures executive vice-president, is in Hollywood from New York.

•

HENRY S. WOODBRIDGE, president of Todd-AO Corp., has arrived on the Coast by plane from New York.

•

DANIEL R. HOULIHAN, Paramount branch manager in Albany, has returned there from New York.

Rites Next Saturday For James Dean

Funeral services for film star James Dean, who was killed on Friday in an auto collision, will be held next Saturday in Fairmount, Ind. Burial will be at Grant Memorial Park, Marion.

The 24-year-old actor won recognition as one of the new stars in his first film, "East of Eden," released only last April. He subsequently starred in "Rebel Without a Cause," which has yet to be released and then went into a role in "Giant," which he completed only last week.

At Annual Convention

WOMPI Elects Mrs. Loraine Cass Of New Orleans to Presidency

Special to THE DAILY

NEW ORLEANS, Oct. 3.—Mrs. Loraine Cass, of the New Orleans United Artists exchange, has been elected president of the Women of the Motion Picture Industry, succeeding Miss Verlin Osborne, of the Dallas Paramount exchange.

The election highlighted the three-day convention held here at the Roosevelt Hotel.

Other officers elected were: Miss Florence Long, Toronto, Canada, of General Theatre Supply, vice-president; Mrs. Gladys Hawkins, Charlotte, Wilby-Kincey Theatres, recording secretary; Mrs. Janice Claxton, Jacksonville, M-G-M, director of the Eastern regional division; Mrs. Billie Webb, Dallas, 20th Century-Fox, director, Western regional division; Mrs. Lee Nickolaus, New Orleans, Lippert, corresponding secretary, and Mrs. Neil Middleton, Atlanta, M-G-M, treasurer.

The convention got under way on Saturday with a morning business session following registration on Friday. On the eve of the convention's opening, a meeting was held with the board members and the president's forum, in which presidents of all ten clubs met under the chairmanship of Laura Kenny, of Atlanta. Visiting delegates were welcomed by Councilman Victor H. Schire, acting on behalf of Mayor deLesseps S. Morrison.

On Saturday afternoon, convention members viewed a hair fashion show sponsored by the New Orleans Cosmetologist Association. Sunday's activities were highlighted by a plantation breakfast, a workshop meeting and a session of the board. New officers were installed during Saturday night's carnival ball and banquet.

Cites Selling Need To SW Managers

The need for the continuing development of selling methods to bring more people into theatres was stressed by Sam Rosen, executive vice-president of Stanley Warner, in an address before SW managers and executive personnel.

The address was one of the highlights of a victory luncheon celebration at the Essex House, Newark, N. J., honoring the Newark zone managers who had won the major share of national prizes in the circuit's recent "Spring Movie Festival."

Headed by Smakwitz

The Newark zone, supervised by Charles A. Smakwitz since the beginning of the year, had the festival's grand prize winner in George Kemp of Montauk. Other national prize recipients who were honored included the miscellaneous income winner, Morton Bratter, of the Millburn; John McKenna, film buyer, and Anthony Williams, district manager.

Other SW home office executives attending included Harry Kalmine, general manager; Nat Fellman, film department head; and Harry Goldberg, circuit advertising and publicity director.

Projectionist Dies

CLEVELAND, Oct. 3. — Masonic funeral services were held here for Lawrence (Larry) Shafer, 67, projectionist and charter member of Local 160, IATSE, who died in St. Luke's Hospital. He held several offices in Local 160. His wife, a son and two grandchildren survive.

Magnetic Sound Innovation in UK

LONDON, Oct. 3.—An important technical development, designed to offer the small exhibitor a low-cost method of improving sound reproduction, was announced by G. B.-Kalee Ltd., a component of J. Arthur Rank's British Optical and Precision Engineers.

The development is in consequence of the keen interest shown in the recent 20th Century-Fox demonstration of single-track magnetic sound reproduction.

A modified Gaumont-Kalee magnetic soundhead has been introduced and this—with a single-track pre-amplifier and power unit—picks up the entire dialogue or music from the Number Two track of the standard magnetic sound print.

To Dedicate Loew Hall at NYU Sat.

Loew Hall, the new residence for New York University students at University Heights here, has been completed and will be occupied for the first time this fall by students of the University College and the College of Engineering.

A ceremony dedicating the Hall to Marcus Loew, one of the principal founders of Loew's, Inc., and the father of Arthur M. Loew, president of Loew's International, and a 1918 graduate of N. Y. U., will be held on Saturday in the north lounge of the building. The "generosity" of Marcus Loew "contributed much to the construction of the building," a university official explained.

. . . NEWS ROUNDUP

General Motors Using VV

Utilizing the first VistaVision productions in the non-theatrical field, the Buick Motor Division of General Motors, at the Los Angeles Shrine Auditorium today will "premiere" two featurettes for some 2,000 Pacific area dealers. Showings will be held later in Houston, Chicago, Atlanta, Detroit and New York.

■

Sign Birdwell as Director

Anne Baxter and Russell Birdwell have been signed as star and director, respectively, of "The Come On," it has been announced by Lindsley Parsons, who will produce the film for Allied Artists release.

■

Lippert Managers to TOA

All district managers of Robert Lippert Theatres, Inc., San Francisco, will attend the Theatre Owners of America convention in Los Angeles this week as guests the circuit.

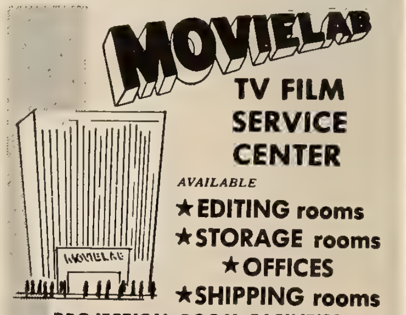
■

AM, TV Writers May Unite

Acting on the recommendation of the executive board of the Radio Writers Branch, the Council of the Writers Guild of America, West, has appointed a committee to investigate the possibility of an amalgamation of the Radio and TV Writers branches into a single unit of the Guild.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"It's Always Fair Weather"
in CinemaScope and Color starring
Gene KELLY • Dan DAILEY
Cyd CHARISSE • Dolores GRAY
Michael KIDD
AN M-G-M PICTURE
and SPECTACULAR STAGE PRESENTATION



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Queen bee...

One female alone may be the queen bee. The other females serve only to sacrifice themselves while tending the queen bee or defending her. The males of the species exist only to serve the queen's pleasure . . . .

All
honey
on the
outside...
All
fury
on the
inside!

Columbia Pictures presents...

Joan Crawford

co-starring BARRY SULLIVAN • BETS

Screen Play by RANALD MacDOUGAL

QUEEN BEE

ALMER • JOHN IRELAND and LUCY MARLOW

sed on a novel by Edna Lee • A JERRY WALD Production • Directed by RANALD MacDOUGALL

On one of my trips to the Coast last year, Harry Cohn asked me to read a novel that the studio had in mind as a starring vehicle for Joan Crawford.

After reading the book, I was sure that "Queen Bee" was just right for Miss Crawford. It had the excitement and tension of "Sudden Fear", a central character as fascinating, as evil as "Mildred Pierce" —and the same outstanding boxoffice qualities of both.

Executive producer Jerry Wald started the wheels rolling and assigned Ranald MacDougall to adapt the screenplay. MacDougall had worked with Wald on "Mildred Pierce" and thus, we had the same producer-star-writer Academy Award combination.

Recently, I saw the first print of "Queen Bee" at a home-office screening. The results are everything we hoped for, and more. Miss Crawford is magnificent as the "Queen Bee".

"Queen Bee" will be screened soon in your territory. When you see it, I feel sure you will agree with my high opinion.

A. Montague.

VICE PRESIDENT
AND GENERAL SALES MANAGER
COLUMBIA PICTURES CORP.

Printed in U.S.A.

Ryder View

(*Continued from page* 1)

Ryder said: "Many technicians forget that the object of the motion picture business is to make money. Adduced from Department of Commerce figures, the approximately 20,000 theatres in the U. S. show a net of from $25,000,000 to $30,000,000 a year. During 1954, some 12,000 theatres installed new screens, 5,000 put in stereophonic sound and probably 12,000 bought new standard projection lenses plus anamorphic lenses. This represents an investment of well over $30,000,000."

Criticizes Manufacturers

In his paper, "Economic Aspects of Utilizing New Engineering Developments," the former SMPTE president declared that "equipment manufacturers who are complaining that sales are off as compared with last year are trying to find ways of getting all our profit all the time. All they have to do is continue doing this for five years and there will be no business," he added.

"Sometimes someone forgets that bills have to be paid, and some of the people at the studios have been conscious of only studio costs, which incidentally are rising at an alarming rate.

"There are economic as well as technical reasons why Paramount went to VistaVision in place of 65mm. and 55mm. film, which the studio had previously experimented with," Ryder continued. "Standard film color negative costs $125 per thousand feet. The same photography time in VistaVision costs $250. This increases to $312 for 65mm. and $428 for anamorphic 56mm. Laboratory experts feel that processing and release costs can well go up in the same ratio.

Must 'Pay Its Way'

"From here on out every technical man and in particular every equipment company should well consider the economic cost and economic value of their proposals for the best interests of the industry. If the device cannot pay its way it should be dropped.

"Theatre people should not accept further changes without evidence to prove their economic value as compared to the quality."

Herb Gillis Is Feted By Cinci. Showmen

CINCINNATI, Oct. 3.—Two hundred persons from the industry gathered at the Wigwam Restaurant here tonight for a testimonial dinner to Herb Gillis, who today relinquished his post as Paramount Cincinnati branch manager to become Washington branch manager.

The testimonial was given by the exhibitors of the Cincinnati distribution area.

E. K. (Ted) O'Shea, vice-president of Paramount Film Distributing Corp., and Sidney Deneau, his assistant, flew here from New York to attend the tribute to Gillis.

Colo. Showman Gets QP Award

Martin Quigley, Jr., editor of Motion Picture Herald, presents Quigley Showmanship Grand Award plaque for 1954 to W. T. Hastings, manager of the RKO Orpheum, Denver, at ceremonies there on Friday.

DENVER, Oct. 3.—W. T. Hastings, manager of the RKO Orpheum Theatre here, received last week the Showmanship Award for 1954 in the competition sponsored by the Managers Round Table of Motion Picture Herald. The presentation was made by Martin Quigley, Jr., editor of The Herald.

Following the presentation ceremony Hastings was guest of honor at a luncheon at the Brown Palace Hotel. Quigley saluted Hastings for his success in winning the Grand Award, the top honor any theatre manager can attain.

"The theatre manager is too often the forgotten man even though he stands on the industry's firing line," Quigley remarked.

The Herald editor also pointed out the importance of showmanship in the full sense of the word to all those engaged in dealing with the public or attracting the public's attention.

"Showmanship consists in arousing the attention of the general public to something that will be of interest," he said. "It is important in many businesses, but essential in motion picture theatre operation."

Robert Selig Heard

Speaking for members of the industry in Denver, Robert Selig, vice-president of Fox Intermountain Theatres, said, "All of us are proud of Bill Hastings. Even as competitors we have admired his showmanship and we are pleased that this honor has been won in Denver."

Selig also spoke of the importance of the Quigley Awards in stimulating good showmanship among theatre managers.

Guests at the luncheon included Mrs. Vera Cockrell, Denham Theatre; Pat McGee, general manager Cooper Foundation Theatres; Ray Davis, Fox Intermountain; Vincent Dwyer, editor, Rocky Mountain News; and Alexis McKinney, assistant to the publisher and editor Denver Post; and Edward Dooley, managing editor, Denver Post.

Toledo's Drive-ins Continue Price War; Slash to 25 Cents

Special to THE DAILY

TOLEDO, O., Oct. 3. — Three Toledo drive-ins, the Toledo, Jesse James and Maumee, have cut admissions to 25 cents in the price war that prevails here. Among the effects of this war was the showing of "Mister Roberts" on a triple bill at the Miracle Mile Drive-In at 65 cents while the Jesse James advertised "Mister Roberts" on a triple bill at 25 cents admission. The Miracle Mile had "River of No Return" and "Human Desire" with the main feature. The Jesse James had "Bedevilled" and "Affair in Monte Carlo" with "Mister Roberts."

Ads appeared in the Toledo "Blade." The Maumee Drive-In also advertised three features "Love Me or Leave Me," "A Bullet for Joey" and "Play Girl" for 25 cents admission.

Goldenson Elected UCP Board Head

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, was elected chairman of the board of a special research and educational foundation established by United Cerebral Palsy, it was announced by Jack Hausman, UCP president.

At an organization meeting held last Friday at the Harvard Club, officers elected were: Goldenson, chairman of the board, and also chairman of the board of UCP; Hausman, president; Roger S. Firestone, vice-president, and national campaign chairman for UCP; William Clay Ford, vice-president; Joseph A. Martino, vice-president; William C. Langley, treasurer, and Howard R. Mears, assistant treasurer and treasurer of UCP.

Fox's TV Hour Show Previewed on Coast

HOLLYWOOD, Oct. 3.—More than 100 members of the press, advertising agency and 20th Century-Fox studio executives today attended a preview at CBS Television City, held on a 104-city closed circuit showing, of the initial 20th Century-Fox television hour program, sponsored by General Electric. The first of 26 one-hour programs, filmed especially for television, it will alternate on Wednesdays with the U. S. Steel Hour. Titled "Cavalcade," it stars Michael Wilding and Merle Oberon.

Among those present were Buddy Adler, Sid Rogell, Lew Schreiber, Jules Bricker, Harold Lewis and David Brown, all of Fox; Thomas Meighan and Ben Feiner of CBS, and Bob Hussey of Young and Rubicam.

1915-25 Period

Lasky to Head EastmanHouse Film Festival

Special to THE DAILY

ROCHESTER, N. Y., Oct. 3. — Jesse L. Lasky is serving as the chairman of a film festival undertaking of the George Eastman House here.

Jesse L. Lasky

The George Eastman House Festival of Film Artists will recognize 20 outstanding motion picture artists in ceremonies planned for Nov. 19 in Rochester, thus honoring players, directors and cameramen, still living, who made distinctive contributions to the American Cinema within the period from 1915 to 1925.

Eastman House will award citations for such achievements to the five outstanding actors, actresses, directors and cameramen of that period.

The 20 artists thus honored will be chosen by ballots which will be mailed to the known players, directors and cameramen who were importantly active in American motion pictures during the 1915-1925 decade.

There will be over 400 such artists eligible to select 20 of their colleagues to be honored.

Has Four Aides

Working with Lasky on the George Eastman House Festival of Film Artits are screen producer Carey Wilson, vice-chairman, and representing the Screen Producers Guild; Jack Mulhall, selected by the Screen Actor's Guild; Frank Borzage, the Screen Director's Guild, and Jackson Rose, the American Society of Cinematographers.

In addition to the Eastman House staff, under the direction of Gen. O. N. Solbert, will be Richard Griffith of the Museum of Modern Art, and W. Ward Marsh, film critic of the Cleveland "Plain Dealer," and James Card, curator of motion pictures at Eastman House, assisting in conducting the festival.

Catalina's Oresman To Republic Board

A. Louis Oresman was elected a member of the board of directors of Republic Pictures Corp. at a meeting held at the company's offices here.

Oresman, president of Catalina, Inc., replaces Walter L. Titus, Jr., who remains as vice-president of the company but has resigned from the board due to the pressure of added sales duty in Republic's southern territory.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

TAPE recordings of special musical programs for pre-show and intermission entertainment of patrons is being supplied drive-in theatres weekly in a service announced by Beacon Sales, Inc., Abilene, Tex. Included in the recordings are commercials for the snack bar. A different program is produced and mailed to the theatres weekly, and it is designed for playing over the regular sound system.

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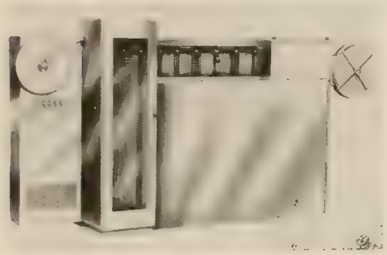

This is the "Bridgamatic, Jr." (above), an all-purpose automatic film developing machine announced by S. O. S. Cinema Supply Corp., New York. It is designed to take the new pre-hardened emulsions, including Eastman Tri-X reversal, now being released to the trade. Known as "Type RA," it features a variable speed control allowing changes in developing time from 1½ to 12 minutes and will process at the rate of 1200 feet per hour at normal temperature. Standard equipment includes a feed-in elevator, 1200-foot daylight magazine and other "Bridgamatic" features.

•

P. R. Bialas has been appointed sales service manager of the American Seating Company, Grand Rapids, Mich., according to J. J. Thompson, general sales manager. Mr. Bialas has been with the company since 1947, having served as installation manager for its eastern division prior to his new appointment.

•

Projection Optics Company, Inc., of Rochester, N. Y., will sponsor a luncheon for members of the Theatre Owners of America attending the convention in Los Angeles on this Saturday at the Hotel Biltmore.
sonal greeting.

•

Ohio Beverage Dispensers, Inc., Wooster, Ohio, has just issued a new four-page brochure describing its line of portable beverage dispensing units. Featured is the "Bak-Pak," which is a lightweight unit carried on the back for serving either hot or cold drinks. It has a capacity of 50 drinks of 6-ounce size.

REVIEW:

The Second Greatest Sex

Universal—CinemaScope

UNIVERSAL-INTERNATIONAL'S CINEMASCOPE and color by Technicolor production of "The Second Greatest Sex" is a romantic, sprightly musical somewhat similar to M-G-M's successful "Seven Brides for Seven Brothers." The picture is also a treat; light family entertainment which is smoothly paced, offering tuneful songs and dance numbers. This, like "Seven Brides," is the kind of picture that should appeal to the severest of critics as well as to the easy-to-please. It should do strong business in all kinds of theatres.

One dance and song sequence, the top-drawer attraction here, is a genuine foot stompin', hand clappin' creation carefully fashioned which the adherents of Tommy Rall, formerly of the New York City Ballet, should love. This number is also very similar to the barn-raising square dance featue in "Seven Brides" in which Rall showed off his dancing prowess.

The principal names in "The Second Greatest Sex" are Jeanne Crain, George Nader, Kitty Kallen, Mamie Van Doren, Paul Gilbert and Bert Lahr, the latter two providing many laughs and comic relief. The story revolves about a safe, one in which the county records are kept, and the township which has the safe is afforded the right to be called the county seat. The men of three towns are continually fighting for possession of the safe, much to the chagrin of their women who desire them to stay at home. In order to keep their men at home, the women go on "a love strike" forcing the men of all the three towns to declare an end to the feud.

Others in the cast capably supporting the principals are Keith Andres, Kathleen Case, Edna Skinner and Jimmy Boyd. The film was produced by Albert J. Cohen and directed by George Marshall from a screenplay by Charles Hoffman. The choreography by Lee Scott and the music supervision by Joseph Gershenson contribute heavily in making this film top entertainment. Among the songs which should keep audiences humming are "Lysistrata," "Send Us a Miracle," "Travelin' Man," "My Love Is Yours," "What Good Is a Woman Without a Man," "There's Gonna Be a Wedding," "The Second Greatest Sex" and "How Lonely Can I Get."

Running time, 87 minutes. General classification. Release in December.

LESTER DINOFF

'Hours' Here Tomorrow

Mayor Robert F. Wagner will join Humphrey Bogart, Lauren Bacall, Martha Scott and a host of other celebrities and civic and business leaders at the gala world premiere of Paramount's "The Desperate Hours" at the Criterion Theatre here tomorrow.

Miss Schmertz Stricken

CLEVELAND, Oct. 3. – Dianne Schmertz, 15, daughter of Ray Schmertz, 20th-Fox city sales manager and granddaughter of 20th-Fox branch manager I. J. Schmertz, was stricken last week with polio. She is in University Hospital for treatment of a leg paralysis.

PEOPLE

Ralph Lanterman, manager of the Community, Walter Reade theatre in Morristown, N. J., won the $1,000 cash award as first prize in the Jack Harris drive, conducted from August through Labor Day. Presentation ceremonies were held at the circuit's headquarters in Oakhurst, N. J.

Second prize was won by **Robert Hynes,** manager of the Strand Theatre, Plainfield, N. J.; third prize by **Mike Dorso,** manager of the Community Theatre, Kingston, N. Y., and fourth prize by **John Balmer,** manager of the Mayfair Theatre, Asbury Park, N. J.

◆

Irene Davis has been named manager of the Parsons Theatre, Hartford, succeeding **James Kulowski,** resigned.

◆

Henry Daugaweed, formerly in independent exhibition, has been named manager of E. M. Loew's Riverdale Drive-In, West Springfield, Mass., replacing **Harold Cummings,** who has joined Smith Management Co. as manager of the Meadows Drive-In, Hartford.

◆

Robert D. Thomas has been appointed eastern manager of the Macfadden Men's Group.

Britain's V.C. to Be Host to Mountbattens

LONDON, Oct. 3.—Earl and Lady Mountbatten will be the guests of honor at the Variety Club of Great Britain's luncheon on Oct. 11. James Carreras, chief barker, announced that the tent will present checks to the Swansea Boys' Club and the National Association of Mixed Clubs and Girls' Clubs, during the luncheon.

In turn, Tent 36 will receive a donation from the Clifton Circuits Organization as well as proceeds from the South African premiere of "The Dam Busters."

The affair will be held in the Lancaster Room of the Savoy Hotel.

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Magna Stock

(*Continued from page* 1)

of outstanding common stock of record on Oct. 26. Proceeds will be used to pay off interest due on the company's 1959 six per cent debentures.

United Artists Theatre Circuit will underwrite the stock sale, and will receive a two-year option to acquire 11,000 shares of common stock, the registration statement declared. It said the circuit now owns 38 per cent of the outstanding shares of Magna Theatres common and 71 per cent of the outstanding Magna preferred. The circuit also owns 50 per cent of United California Theatres, which, according to the registration statement, owns 137,300 shares of Magna stock, 1,000 units of "Oklahoma" certificates, and $1,000,000 worth of Magna six per cent debentures.

Canada Film Board Expenditures Rise

OTTAWA, Oct. 3.–The Canadian Government reports expenditures by the National Film Board rose to $1,341,000 in the period from April 1 to Aug. 31, as compared to $985,000 for the same period last year.

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946

(Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT AND CIRCULATION.

Of MOTION PICTURE DAILY, published daily (except Saturdays, Sundays and Holidays), at New York, N. Y., for October 1, 1955.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher and Editor-in-Chief, Martin Quigley, 1270 Sixth Avenue, New York City; Editor, Sherwin Kane, 1270 Sixth Avenue, New York City; Managing editor, none; Business manager, Theo. J. Sullivan, 1270 Sixth Avenue, New York City.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member must be given.) Quigley Publishing Company, Inc., 1270 Sixth Avenue, New York City; Martin J. Quigley, 1270 Sixth Avenue, New York City; Gertrude S. Quigley, 1270 Sixth Avenue, New York City; Martin Quigley, Jr., 1270 Sixth Avenue, New York City.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4 Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.) 5,484.

THEO. J. SULLIVAN,
(Signature of business manager.)

Sworn to and subscribed before me this 27th day of September, 1955.

(SEAL) ROSE W. HORNSTEIN.
(My commission expires March 30, 1957.)

REVIEWS:

Hold Back Tomorrow

Haas-Universal Pictures

PRODUCER-DIRECTOR-WRITER Hugo Haas' production of "Hold Back Tomorrow" is an off-beat, unusual story which deals with the remaining hours of life confronting a condemned criminal. As time drags slowly for a murderer facing the gallows, time may also drag just as slowly for some of the patrons. The principal marquee names in the film are Cleo Moore, who portrays a woman of easy virtue who fails in a suicide attempt, and John Agar, a convicted killer awaiting execution.

An enjoyable moment in the adult film is when the theme song, "Hold Back Tomorrow" is presented–at the opening credits and near the end of the picture. The lyric was written by Franz Steininger and the music by Johnny Rotella, arranged and conducted by Les Baxter.

This black-and-white film opens with an attempt by Miss Moore at suicide, in which she is unsuccessful. Meanwhile, in the local bastille, Agar, mean to the core, asks the warden for entertainment–a woman. Forced to comply, the warden sends out the police and they return with Miss Moore, who feels here is a chance to make enough money to pay for a decent funeral. Miss Moore and Agar are repelled by each other at the introduction, but as the pair talk over the long hours of the night, they fall in love, each bringing to the other a relationship they had never known before. Before Agar takes the long walk to the gallows, he is married to Miss Moore, who prays for a miracle to return her husband and lover.

Others in the cast are Steffi Sidney, who portrays Agar's devoted sister, and Dallas Boyd, the warden.

Running time, 75 minutes. Adult classification. November release.

L. D.

Will Any Gentleman . . .?

Stratford Pictures

THERE IS ENOUGH of the broad human comedy in this British import to justify its introduction to the general public as well as to the "art" patrons, despite the heavy British accents. George Cole, portraying a bank clerk, is the prototype of all who live meekly but not without regret.

The suburbia in which he lives comfortably is the suburbia we know. George's wife, Veronica Hurst, is the wife his American counterpart would have. George's brother, played by Jon Pertwee, is the sort–sponging but damn-it-all happy, a relative many of us wish we didn't have. George's boss at the bank is the man who drives because driven. To the familiar types, add situations familiar but never wearisome and we have appeal in any language.

Whimsical fate changes George and his life in the happenstance of a music hall show he attends inadvertently. Fate's instrument is a hypnotist, played by Alan Badel with a fine feeling for sense mixed with nonsense, creating a believably bravura character known to vaudevill the world over. Badel asks the audience "will any gentleman. . . .?" And he chooses and uses George.

By not completely "de-pixieizing" him, he gives to George the personality which creates the ensuing–and always welcome–comedy: now George becomes the adventurer, bold and brazen with rebellion against his middle-class boredom, his wife, his mother-in-law, his bank boss, and suddenly and strangely seething with ardor for new ways and new women.

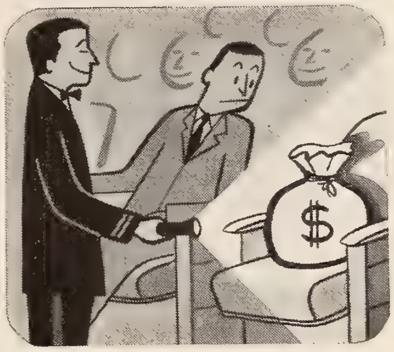
Wound in all of this is George's penchant, while in these spells, for taking money–this in Britain, too, is serious, and most serious when one is a bank clerk–and the windup, with large strokes of slapstick, has George restored to sanity and saved from consequences of the short but full life by the arrival of the hypnotist. That bearded rascal now uses his spell to tame a vindictive bank superintendent.

Supporting players all do well by their leading people, and production also is sustained by excellent camera, color and directorial work.

Hamilton G. Inglis made this for Associated British, and Michael Anderson directed from Vernon Sylvaine's screenplay.

Running time, 84 minutes. General classification. September release.

EXHIBITOR'S CORNER



Q. *WHICH SEATS LOOK BEST IN RECEIPTS?*

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Awards

(Continued from page 1)

"told us they thought this price eminently fair. It was made possible only by the enormous print order. The first print order is for 35,000,000 ballots, and the printer has been instructed to hold his plant in readiness to increase the number as soon as National Screen has received enough orders to indicate the number that will be finally necessary.

Distribution After Oct. 15

"The public ballot, of course, cannot be distributed to exhibitors until some time after Oct. 15. That is the deadline for receipt of the third nominating ballots from exhibitors. We must allow a few days for compilation of these nominating ballots and several more for the printing of the public ballot, so I don't look for distribution of the public ballot to theatres before Nov. 1."

Lord Circuit Leases Loew's Poli, Norwich

HARTFORD, Oct. 3.—Lord's Circuit, owners and operators of theatres in Eastern Connecticut, will take over the deluxe Loew's Poli, Norwich, effective on Oct. 14, under a sub-lease from Loew's Theatres, Inc.

The building was erected in 1949 by Berkman Bros., of Norwich, and leased for 20 years to Loew's.

Ed Lord, head of the Lord interests, intends to continue a first-run policy. He will change name of the theatre.

Joseph S. Boyle, Poli manager, is expected to assume a post in another Poli-New England Theatres division town.

Levin Sets Meets In Chi., Coast

Jack H. Levin, president of Certified Reports, has left here for an extended trip across the nation which will be highlighted by a series of regional meetings.

The first in the series will be held in Chicago, with representatives of the Midwest and Central divisions attending, while the second will be held in Hollywood with Certified Reports' Coast and Northwest divisions.

One of the main features is to set up plans for a Fall study of the effect of the nation's 1955 rise in the young adult delinquincy and its resultant effect upon front-theatre personnel.

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Co-Production Deal Involving Industries Of Six Countries Proposed by Kawakita

From THE DAILY Bureau

HOLLYWOOD, Oct. 3.—A co-production deal involving six countries was proposed by Nagamasa Kawakita, managing director of Toho Co., Ltd., prior to his return to Tokyo following the Academy of Motion Picture Arts and Sciences membership screening of the Toho production "Samurai," filmed in Eastman color and wide-screen.

Kawakita disclosed plans for a top-budget film to be titled "Jealousy," with two-reel conceptions of that emotion to be produced by his own Toho and by companies in the U.S., England, Italy, France and Germany. Each production company would utilize its country's top directorial, acting and production talent.

The American-produced portion of "Jealousy" would be made by Homel Pictures, Inc., which is presenting "Sumurai," starring Toshiro Mifune with a commentary by William Holden, in the U.S. Kawakita's trip here was made in connection with "Samurai," which will be distributed by Fine Arts Films, Inc., with national release set for November.

Actor-Producer

(*Continued from page* 1)

at the Brown Derby and presided over by Frank P. Rosenberg. Costs, banking requirements and talent scarcity were among principal factors given emphasis in discussions which ran well into the afternoon.

Producers attending, in addition to Rosenberg, were William Thomas, Jerry Bressler, William H. Wright, David Weisbart and Charles Schneer.

Profit-Sharing Headache

High among casting difficulties stated by various members of the producer group was the increasing tendency on the part of top stars to set up their own producing companies or, to the same general effect, to impose profit-sharing deals and controls over script, director, and even casting in some instances.

It was pointed out that this has the natural result of the studios shortening their player contract lists, with agents having more and more influence in guiding free lance players' financial negotiations.

An important problem now undergoing change has to do with the developing of new faces for starring roles, which was slowed down by the general abolition of "B" pictures, formerly considered the chief source of new talent, and compensated for in some degree by television, from which field the screen is drawing a certain amount of new personnel.

Bankers Are Particular

The bankers' attitude, it appeared, constituted a substantial impediment to the advancement of new talent, due to the banks' insistence on a picture proposed for financing having a top name in the cast.

Elect McCabe, Burns To Magna Board

Charles B. McCabe and James F. Burns, Jr., were elected members of the board of directors of Magna Theatre Corp., it was announced by George P. Skouras, president of the Corporation.

McCabe is the publisher of the New York "Daily Mirror." Burns, is a partner of Harris Upham and Co., a member of the New York Stock Exchange.

Report Hyman

(*Continued from page* 1)

made about a week ago," he added.

However, a spokesman for Paramount said that the deal had not gone beyond the talking stage. From other sources, it was said that involved in the negotiations were Pine-Thomas productions released by Paramount.

A spokesman for Universal also said that the deal still is in the stage of negotiations. He went on to say that some of the pictures involved are old Universal releases made by independents.

Neither Hyman, nor other Associated executives, could be reached yesterday for further comment.

AFM Position a Factor

A spokesman for the AFM stated that probably the difficulty with Associated stems from AFM's position that it should receive five per cent of the gross cost of the music sound track as a royalty for films played on TV, a position taken in 1950.

Brandt Heads New Conn. Corporation

HARTFORD, Oct. 3. — Harry Brandt, New York theatre circuit executive, is listed as president of Branmill Theatre Corp., a new Connecticut corporation, which has filed incorporation papers with the Secretary of State's office here.

Firm, with offices at 61 Atlantic St., Stamford, lists subscribed capital, $1,000; paid in cash, $1,000; president, Brandt; Melvin Miller, vice-president and treasurer; George Goldson, secretary; Claire Miller, assistant secretary, all of New York; directors, Brandt, Richard Brandt, Melvin Miller and Claire Miller, all of New York.

Coast Charities Drive To Start on Oct. 12

HOLLYWOOD, Oct. 3.—The Motion Picture Permanent Charities Committee will launch its 1956 industry-wide campaign on Oct. 12, with the goal of enrolling 100 per cent of the 24,000 donors working in Hollywood. Walter Pidgeon, MPPC chairman, stated that he expects to equal or better the $1,100,000 total of last year.

Shochiku

(*Continued from page* 1)

well in other nations overseas.

Kido reported that his company is at the present time building eight more theatres, three of which will specialize in the exhibition of foreign films. Shochiku is also erecting a building in Tokyo, he said, which will be "an amusement center." He said that many of the new theatres, especially those set to exhibit foreign films, will have a theatre in the basement, in order to present Japanese and foreign films simultaneously and to "meet expenses."

Has Deal with RKO Pathe

The Shochiku president revealed that his company entered into a co-production deal with RKO Pathe while he was in Paris. Arnold M. Picker, UA vice-president in charge of foreign distribution, who sat in on the press conference, said that UA and Shochiku also have a co-production deal pending. The finding of a good script will determine the start. of the deal.

Kido, commenting on the U. S. major producer objections to the Japanese Motion Picture Code of Ethics Committee (EIRIN), said that it is his understanding that the American objections are based on "certain left wing committee members" and "that the committee is too much under the thumb of the domestic film industry and that the members therefore are severe on foreign competition."

Wants All Films Reviewed

In his opinion, Kido said, the board should review all films, native and foreign, "as they see it." If the producer-distributor of the film is not satisfied with the committee decision, then an appeal board, made up of both foreign and Japanese members, should review the decision, he said. "Left wing elements in Japan are always looking for controversy in films in order to stir up dissension," Kido said, citing "Blackboard Jungle" and "House of Bamboo."

16mm. Witnesses

(*Continued from page* 1)

man, Bernard Lowenthal, Abe Landow, Brig. Gen. David Sarnoff, Richard S. Salant, J. Harris, Eliot Hyman, Milford Fenster and Edward Sargoy.

It is understood that General Sarnoff, who already has supplied a deposition in the case, will not be called immediately.

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TOA Meet

(Continued from page 1)

film rental issues more thoroughly than the forums.

The TOA board, chairmaned by Walter Reade, Jr., also will probe such industry affairs as arbitration, the 16mm. anti-trust suit, the results of meetings with distribution and the naming of the 1956 TOA president.

Tomorrow will see the first annual meeting of Exhibitors Film Financial Group, Inc., stockholders since the TOA-sponsored investment group was formed following the 1954 conclave of the exhibitor organization in Chicago. The results and progress made by EFFG will be thoroughly looked into. It was reported in MOTION PICTURE DAILY, that since EFFG starting selling stock at $100 per share, only $179,000 worth of stock had been sold as of Sept. 12. EFFG subscribers at present do not include any divorced circuits.

Finance Group to Meet

The TOA finance committee, headed by Mitchell Wolfson, also will meet tomorrow.

On Wednesday, registration day for delegates, the TOA board of directors and executive committee meet. E. D. Martin, TOA president, will render his report. Others to be made will include the treasurer's report, finance committee report, nominating committee report and a field report by George Gaughan.

On Thursday, the TOA 1955 meet officially opens with Wolfson making the keynote address. Slated to speak also during the opening meeting are Elmer C. Rhoden, on the COMPO Audience Awards, and Alfred Starr, on subscription television. In the afternoon, Y. Frank Freeman, vice-president of Paramount Pictures, will conduct a production seminar.

Committee Reports Friday

The chairman of the various TOA standing committees will render their reports on the convention floor on Friday morning while the afternoon will be devoted to an advertising and promotion seminar.

On Saturday, the two forums, drive-in and conventional theatres, will be held with trade practices, film rentals, operation discussions, concessions, equipment advertising and promotion talks taking place. In the late afternoon there will also be a "speak your mind session."

A continuation of the Saturday agenda and any unfinished business will take place on Sunday.

E. J. Smith, Jr.

(Continued from page 1)

has been associated for the past 24 years. He joined RKO in 1931 in the sales control department. During World War II he served with the U. S. Army Pictorial Service, following which he rejoined RKO as assistant secretary and assistant treasurer.

He will join the Allied Artists' foreign subsidiary in mid-October, leaving shortly thereafter for London where he will make his permanent headquarters.

Australian Theatres

(Continued from page 1)

who arrived here from London last Friday accompanied by Mrs. Evans, will be in New York about two weeks before leaving for Hollywood on his return to Australia. With trade press representatives, Evans was the guest of Capt. Harold Auten of Bushkill, Pa., American representative of G. U. T., at a luncheon at the Lotos Club yesterday.

Evans said the good news from Australia is not limited to his company's theatres but is common to all operations Down Under. The entire nation's economy is in healthy state, he reported, endowing business men with confidence that the current prosperous conditions will continue for some time without change.

Not only is business good, Evans said, but theatre operators in Australia adjusted admission prices upward last year—although not in the same proportion as wages and other costs had increased—and there is no product shortage.

"Getting the new pictures through the city first runs is our main problem," he observed.

Cites a Sydney Theatre

By way of example, he reported that G.U.T.'s State Theatre in Sydney, which formerly averaged two and one-half week runs per picture, using about 20 pictures per year, now has an average run of seven weeks and uses only seven films a year.

G.U.T., with Hoyt's Theatres, in which 20th Century-Fox has a large interest; the J. C. Williamson stage interests, two Melbourne newspapers and Electronic Industries, has been licensed by the Canberra Government to operate what will probably be Australia's first television station. Evans guessed that it might be in operation by late next year or early in 1957. Programming, he said, already has the television licensees worried.

"We have no native program sources," Evans observed, "yet the Government has indicated we will be expected to provide anywhere from 35 to 49 hours of programming weekly at the outset. It will take some doing, even with film. And if we don't provide good entertainment, we will be subject to accusations as theatre operators of holding television back," he lamented.

Another problem in getting television started in Australia, and there are many, Evans said, is equipment. The licensees will not be permitted to spend dollars for American equipment and, if they buy British, the deliveries will be subject to delay. Also, the great distances which separate centers of population in Australia will make network TV economically impossible. Each city will have to have its own TV system, Evans pointed out.

Drive-ins are becoming profitable operations in Australia's larger metropolitan areas and are on the increase, he reported. There is room for new theatres in Australia but building costs are "prohibitive" and in the important provinces licenses must be obtained from the government on a showing that the planned new building is needed before construction can be begun.

Concession Business Profitable

Concession business is an important item of theatre operation there, as everywhere else today, Evans said. Interestingly, small items comparable to our soft drinks and individual candy bars do not account for much of the sales in Australian theatres. The big sellers are half-pound boxes of chocolates, priced at about 70 cents each, he said. Concessionaires operate the stands for the exhibitors.

Evans, representing Norman Rydge, G. U. T. head, will be host to foreign department executives of American distribution companies at a dinner at the Lotos Club Friday night. Ralph Hetzel, Motion Picture Association vice-president, is scheduled to preside in the absence of Eric Johnston, MPAA president.

Mole-Richardson to Expand in Australia

By WILLIAM PAY

LONDON, Oct. 3.—Mole-Richardson Ltd., designers and manufacturers of motion picture electrical equipment, will open a branch in Melbourne, Australia, Sir Arthur Jarratt, chairman, told the company's first convention of home and overseas representatives here.

The new company in Australia, said Sir Arthur, would not only provide lighting equipment to the film production industry and television studios there, but would also provide a service to producers on location in the Antipodes.

He explained that the British Mole-Richardson company was of American origin but had been bought for Britain with dollars at a time when dollars were difficult to obtain.

Refrigeration Show In A.C. Nov. 28

Equipment for the amusement industry will be one of the features of the Ninth Air Conditioning & Refrigeration Industry Exposition to be held at Atlantic City, Nov. 28 to Dec. 1.

The show, the first to be held in the East since 1949, will have hundreds of new pieces of equipment for places of amusement, the management announced. Air conditioning of all types, as well as refrigeration for the sale of food, will be prominently displayed.

The exposition, which is expected to be the largest in its history, will have on demonstration 6,000 pieces of equipment and parts, valued at almost $3,000,000. A force of some 3,000 experts will be on hand to answer visitors' questions.

8-Year High

MGM Now Has 51 Writers on 41 Pictures

From THE DAILY Bureau

HOLLYWOOD, Oct. 3.—M-G-M's roster of top writing talent is at an eight-year high, with 51 writers currently at work on 41 major pictures, or under contract for future commitments, Dore Schary, vice-president in charge of the studio, announced here today.

Dore Schary

This product represents the greatest budget expenditure ever allotted to a group of big-scale films, he added.

The company began its 1955-56 fiscal year on Sept. 1, with over-all creative manpower at peak level for recent years, Schary continued. He went on to say that ten pictures are completed and in various stages of editing and scoring, and six are in current release. This product, he explained, constitutes M-G-M's releases into the spring and summer of 1956.

Three in Work

In the past three weeks, three productions have been started. They are "The Swan," which went into production this week in Asheville, N. C., produced by Schary and directed by Charles Vido, and starring Grace Kelly, Alec Guinness and Louis Jourdan; "Fearful Decision," produced by Nicholas Nayfack, directed by Alex Segal, and starring Glenn Ford and Donna Reed, and "Gaby," produced by Edwin H. Knopf, directed by Curtis Bernhardt, and starring Leslie Caron and John Kerr.

Roxy Pre-Premiere Tonight of 'Gold'

A "gala" pre-premiere celebration will introduce 20th Century-Fox's "Seven Cities of Gold" to New York audiences when the CinemaScope drama of the founding of the California missions by Father Junipero Serra is given a Hollywood-styled preview tonight at the Roxy Theatre before stars of show business and prominent guests.

The preview of the drama, starring Richard Egan, Anthony Quinn, Michael Rennie, Jeffrey Hunter and Rita Moreno, will precede by three days Friday's official opening of the Robert D. Webb-Barbara McLean production.

The special, advance showing will combine the elements of a full-scale world premiere.

Clifford Odets

author of

"THE COUNTRY GIRL"

says this about

"THE BIG KNIFE"

"As the author of 'Golden Boy' and 'Country Girl' I am deeply impressed by the powerful motion picture you have made of my stage play, 'THE BIG KNIFE.'

It has a fierce excitement comparable in recent pictures only to an 'On the Waterfront'."

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Kickoff Tomorrow

Conjecture Is Rife on Issues Facing TOA

Stand on Gov't Control Expected to Be Taken

From THE DAILY Bureau

LOS ANGELES, Oct. 4.—The stage is set here for the annual convention of the Theatre Owners of America which will be opened at the Biltmore Hotel on Thursday with Mitchell Wolfson of Miami delivering the keynote address.

The first stockholders meeting of the Exhibitors Film Financial Group was held this morning. No official statement was issued following the session from either Samuel Pinanski or Pat McGee, under whose direction the conclave was held.

As in the past, there was plenty

(*Continued on page* 7)

Distributors Halt Film Excerpts for U.K. Commercial TV

By WILLIAM PAY

LONDON, Oct. 4.—The Kinematograph Renters' Society has imposed a temporary ban on the supply of excerpts of films for the commercial television service. This decision has been taken, said Sir David Griffiths, president of the K.R.S., because of the lack of supervision in the selection of the excerpts.

TV program contractors were in-

(*Continued on page* 2)

CinemaScope Now in 3,000 Drive-ins

Twentieth Century-Fox reports that as of Sept. 17, 3,000 of the estimated 4,462 outdoor theatres in the United States and Canada had equipped to offer CinemaScope productions.

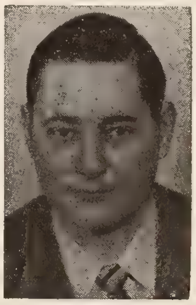
The company statistics show that 15,717 drive-in and conventional theatres in the domestic market have been equipped for the wide screen medium bringing the global installation total to 27,467 theatres.

Already 40% Ahead of Last Year

$30,000,000 Foreign Gross Billings Goal for 1956 Set by United Artists

By LESTER DINOFF

United Artists has set a goal of close to $30,000,000 in gross foreign billings for 1956, according to Arnold M. Picker, UA vice-president in charge of foreign distribution, who yesterday disclosed that during the 35-week period beginning last Dec. 1, the company's foreign billings have increased 40 per cent in comparison to the previous fiscal year's figures.



Arnold Picker

Picker, who recently concluded the third UA overseas sales convention, stated at a trade press conference at the UA home office that the company's foreign gross by the end of November should reach $20,000,000 of the anticipated $50,000,000 total gross of the company.

"UA has increased its sales in each

(*Continued on page* 4)

Revive Global License Plan

A new effort to formulate a global pattern for the allocation of foreign licenses may take place when Eric Johnston, president of the Motion Picture Export Association, returns from abroad, it was indicated here yesterday by Arnold M. Picker, United Artists vice-president in charge of foreign distribution.

Picker expressed himself as in favor of such a worldwide allocation plan as it "would end all arguments and

(*Continued on page* 4)

'Dolls' Bow Receipts To Rogers Hospital

The entire receipts from the reserved-seat world premiere of Samuel Goldwyn's "Guys and Dolls" at the Capitol Theatre here, on the night of Nov. 3, will go to the Will Rogers Memorial Hospital and Tuberculosis Research Laboratories, according to announcement by Howard Dietz, vice-president of Loew's, Inc., distributors of the picture. Samuel Goldwyn, the producer, and Joseph R. Vogel, president of Loew's Theatres, have agreed that not one cent of expenses will be deducted.

Eugene Picker, vice-president of

(*Continued on page* 6)

See Record Turnout For Pioneers Affair

A record turnout is expected for the 17th annual Showmanship Dinner of the Motion Picture Pioneers which will salute Herman Robbins, chairman of the board of National Screen Service, as "Pioneer of the Year" on Nov. 4 at the Waldorf Astoria Hotel here, according to Ned E. Depinet, general chairman of the affair.

The entertainment committee un-

(*Continued on page* 4)

Thedford to S.F. For FWC; Runte To Evergreen Post

Special to THE DAILY

SEATTLE, Oct. 4. — William H. Thedford, president of Evergreen Theatres, has been promoted to division manager of Fox West Coast Northern California division, which operates 44 theatres in Northern California and Nevada.

He will move his headquarters from Seattle to San Francisco, but will continue to also serve as president of Evergreen which operates 24 theatres in Washington and Oregon.

Fox West Coast and Evergreen are divisions of National Theatres, the nation's largest chain.

To complete the shuffle, James Runte, who has been Northern California division manager for Fox West Coast, in San Francisco, will return to Seattle to head up Evergreen operations here as division manager. Runte has been associated with the company, including a tour of duty in Southern California, for over 20 years.

16mm. Testimony

TV-Film Price Too High, Says CBS Executive

Van Volkenburg Cites Rising Cost to Web

From THE DAILY Bureau

HOLLYWOOD, Oct. 4.—J. L. Van Volkenburg, president, CBS Television, the first government witness in the 16mm. conspiracy trial, today testified his company had opened negotiations with RKO Pictures and United World Films for the purchase of feature pictures during the 1948-51 period, but did not buy any because the price was too high.

Questioned as to prices being paid for feature pictures for television use

(*Continued on page* 2)

Doctor Frayne Says Wide Screen Media Continue to Increase

Special to THE DAILY

LAKE PLACID, N. Y., Oct. 4.—General agreement in the industry on the desirability of larger negative picture area was noted yesterday by Dr. John G. Frayne of Westrex, president of the Society of Motion Picture and Television Engineers. In his remarks to delegates attending the Society's 78th convention here Doctor Frayne stated that "the proponents of the

(*Continued on page* 4)

MPA Sales Heads to Name New Chairman

A new chairman of the sales managers committee of the Motion Picture Association of America is slated to be selected at the group's next meeting, a date for which has yet to be set.

The sales managers committee was supposed to have met today, but a last-minute hitch caused a delay. Morey Goldstein of Allied Artists, the present chairman of the committee, is due to step down in December under the group's practice of rotating the chairmanship.

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, is scheduled to return to New York from Europe on Sunday. DARRYL F. ZANUCK, vice-president in charge of production, may accompany him.

•

DORE SCHARY, M-G-M vice-president and studio head, is due in New York from the Coast on Oct. 22, following a stopover in Chicago.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, will leave New York today for Cincinnati.

•

NAT LEVY, RKO Radio Eastern-Southern division sales manager, left here yesterday for Charlotte.

•

WILLIAM BRENNER, National Screen Service vice-president, left here last night for London via B.O.A.C.

•

MARCELL HELLMAN, producer, left here last night for London via B.O.A.C.

•

BEN THAU, M-G-M studio executive, arrived in New York yesterday from the Coast.

Utah Drive-in Seeks Salt Lake City Lyric

SALT LAKE CITY, Oct. 4.–Negotiations for the sale of the lease on the Lyric Theatre here to the Utah Drive-in Corp., are reported to be close to consummation now between Joseph Rosenfield of Spokane, president of Favorite Amusement Corp., the present operator of the Lyric, and Robert Benton, general manager of Sero, parent company of the outdoor theatre organization.

Sale of the Lyric would narrow the Salt Lake first-run situation to three: Sero, which has the Gem and five drive-ins; Fox Intermountain, which recently acquired Lawrence Theatres, and Intermountain Theatres, Inc., affiliate of United Paramount.

Abe Smith, 59

Funeral services were held yesterday for Abe Smith, St. John manager for M-G-M films of Canada, Ltd., who died from a heart attack at his home at the weekend. Born in New York City 59 years ago, Smith entered the business with Famous Players circuit in Canada, joining Regal Films of Canada as St. John manager in 1923, and continuing the same post when the company was taken over by M-G-M in 1947.

Lantz Named Figaro Executive Vice-Pres.

Robert Lantz, head of the New York artists' management corporation that bears his name, has been appointed executive vice-president of Figaro, Inc., in charge of production for the independent motion picture, play and television producing company of which Joseph L. Mankiewicz is president.

Robert Lantz

Lantz, who also will join Figaro's board of directors, will assume his his executive functions with the company on Nov. 1 in a major move designed to enlarge Figaro production activities in the stage, screen and television fields.

Figaro produced "The Barefoot Contessa" last year for United Artists release. Mankiewicz wrote and directed the picture. The production company also has a commitment to turn out four pictures in the next three years for United Artists release.

16mm. Testimony

(*Continued from page* 1)

then and now, Van Volkenburg said $150 to $300 had been paid for "six or seven runs" of such features in 1948, and revealed that the network might pay "up to $10,000" for the equivalent product today. The increase in number of stations to 453, he said, accounts for the increase in the price television can pay.

Van Volkenburg said CBS had negotiated with RKO for its feature backlog, after hearing rumors that it could be had, but the price was too high and negotiations did not progress far. Similar experience was had with United World, he said, although CBS did buy some cartoon shorts from that company.

When defense counsel asked Van Volkenburg whether he had been refused product by defendant companies outrightly he said no.

It then came out that he had not sought to buy from defendant companies during the past five years and Judge Leon Yankwich asked him why not. He said he had "understood" they would not sell to television and the court asked where he got that understanding. When the witness said he guessed he had picked it up from reading trade journals, the court said, "I thought so."

Van Volkenburg was followed on the stand by Bernard Lowenthal, 16mm exhibitor who supplies films to Miami Beach hotels, who said he had been serviced mainly by Ideal Films, Inc., and Stevens Films, Inc., both of which concerns had notified him they could not supply Columbia and Universal pictures because exhibitors of 35mm films had complained. This witness had difficulty in remembering names and dates.

Harry Roman and Abe Landow, also 16mm exhibitors, testified they had been forced to give up their business enterprises due to lack of product.

UK Video

(*Continued from page* 1)

formed earlier this year that the provision of film material was an industry matter to be settled at K.R.S. level. No official approach, however, was made by the television companies to the Society. However, individual companies were approached and some jumped on the commercial TV bandwagon.

But the excerpts were often inexpertly presented and several companies complained that unless there was more supervision the result was likely to do more harm than good. 20th-Century Fox, in fact, withdrew permission for the televising of extracts from "Such Men Are Dangerous."

The industry aim now is to formulate some method of control of these excerpts and agree an overall policy toward TV generally. A meeting to this end has been fixed between the K.R.S., Cinematograph Exhibitors Ass'n and British Film Producers Ass'n for Oct. 6. This meeting will also discuss the B.B.C.'s proposals for a revival of "Current Release," a program consisting of excerpts of films about to go out on release. The B.B.C. has lately co-operated closely with the industry on the televising of excerpts. A program on the work of Stanley Kramer, will, for instance, be televised on Oct. 3. Extracts from four Columbia pictures will be seen: "The Four Poster," "Member of the Wedding," "5,000 Fingers of Dr. T" and "The Happy Time."

Industry opinion is inclined toward co-operation with the B.B.C. by virtue of its far greater circulation than the newly-formed commercial TV service. The K.R.S. action, however, is seen as only a temporary measure.

Hargette Named Col. Atlanta Branch Head

Special to THE DAILY

ATLANTA, Oct. 4.–Paul Hargette, Columbia Pictures branch manager in Jacksonville, Fla., has been appointed branch manager here, succeeding George Roscoe, who has been named sales manager at the Atlanta office of the film company.

Martin Kutner, film salesman in Washington, has been named to succeed Hargette as Jacksonville branch manager.

Treasury Dept. Is Silent on Changes In Excise Tax Setup

From THE DAILY Bureau

WASHINGTON, Oct. 4. – The Treasury Department told Congress it was not yet ready to make any recommendations for changes in the administrative or technical aspects of the excise tax structure.

This word was given by Dan Throop Smith, assistant to the Secretary of the Treasury, as a House Ways and Means Subcommittee opened two weeks of hearings on the subject. The subcommittee has ruled out any consideration of changes in excise tax rates, holding that this is a subject for the full committee to consider.

Smith said the Treasury is studying numerous technical and administrative problems but declared that Treasury studies are not yet complete.

Chi. Hearing Opens On 'Game of Love'

From THE DAILY Bureau

CHICAGO, Oct. 4.–Chicago today became a focal point in the matter of film censorship, when a hearing was started in the Federal Court on an action brought by Times Film Corp. seeking a basic court test of the constitutionality of the censorship system in Chicago governing the showing of motion pictures.

The film in question, "The Game of Love," was turned down as "obscene and immoral" when it was shown to the censor board of Chicago in May of 1955. Mayor Richard J. Daley, who sustained the decision of the censor board, in June, 1955, denied a later appeal to have the picture shown.

William C. Shelton, who is a vice-president of the distributor, Times Film Corp., as the only witness at the hearing before master David Shipman, to whom Judge J. Samuel Perry delegated the case, offered published reviews from many cities commending the film. Shelton took the stand that the ordinance denying a permit to show the film is unconstitutional.

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IT ROCKED MANHATTAN!

M-G-M's GOLDMINE!
in CINEMASCOPE and COLOR

"THE TENDER TRAP"

Starring
FRANK SINATRA · DEBBIE REYNOLDS
DAVID WAYNE · CELESTE HOLM
With JARMA LEWIS · Screen Play by JULIUS EPSTEIN
Based On the Play by Max Shulman and Robert Paul Smith
And Presented On the New York Stage by Clinton Wilder
Photographed in EASTMAN COLOR
Directed by CHARLES WALTERS
Produced by LAWRENCE WEINGARTEN

TENDER TRAP: "What Every Girl Sets For Every Man!"

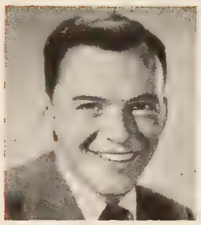
HIGHEST RATING OF ALL TIME!

Yes, in all the years that FILM RESEARCH SURVEYS has polled audiences, "THE TENDER TRAP" at Loew's Lexington Theatre, N.Y. Preview last week topped every picture in history. It was a repetition of the sensational audience Preview in California. The news of this GREAT attraction is spreading like wildfire through the industry. ACT FAST! THIS IS MONEY!

HERE'S WHAT IT'S ABOUT!

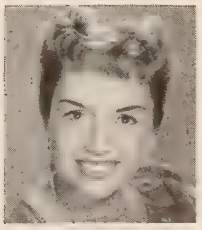
Come into Frankie's love-nest-bachelor-apartment. Through these portals pass the most gorgeous and seductive models and career girls in naughty New York. And just when the confident bachelor thinks he's got the perfect set-up, along comes the most-innocent-of-them-all to set the tender trap! Bait your box-office with this big-time bonanza entertainment!

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)



FRANKIE!

On the cover of Time and Look Magazines, he's the hottest name in films today and here's a perfect show for his millions of fans!



DEBBIE!

She's an authority on the tender trap. Debbie's headline romance makes her the sure-fire-want-to-see star of the year!

Dr. Frayne

(*Continued from page* 1)

newer wide screen processes also claim that a larger picture positive area adds to the quality of the image as projected on the large screen."

In a brief resume of the technical status of the industry today, Doctor Frayne observed that the number of wide screen motion picture processes is still on the increase "with no outward sign as yet of any attempt or even desire at standardization or compatibility between them." In the field of sound he sees a renewed use of stereophonic with Cinerama, Todd-AO and the new improved CinemaScope all using five loudspeakers behind the screen.

Says 35mm. Will Stay

The innovations of today, however, do not mean the end of the 35mm medium, Doctor Frayne explained. Such innovations," he noted, "are presently planned for road showing or very special large city installations. The great bulk of theatre entertainment films is going out on 35mm film and will probably continue to do so for the forseeable future."

To Copyright Ballots

To assure the integrity of the Audience Awards election, Robert W. Coyne, special counsel for COMPO, announced yesterday that the public ballot to be used in the voting from Nov. 17 to 27 will be copyrighted.

SMPTE Elections Are Announced

LAKE PLACID, Oct. 4.—Results of the 1955 national election of the Society of Motion Picture and Television Engineers were announced today by Dr. John G. Frayne, president of the Society at the 78th conventon here. Dr. Frayne last year was elected for a two-year term.

Unopposed for re-election as financial vice-president, engineering vice-president and treasurer were John W. Servies of National Theater Supply, New York City; Axel G. Jensen of Bell Telephone Laboratories, Murray Hill, N. J., and George W. Colburn of G. W. Colburn Laboratories, Chicago.

Also elected for two-year terms as governors of the Society were Frank N. Gillette of General Precision Laboratories, New York City; Garland C. Misener of Ansco, Binghamton, N.Y.; Richard O. Painter of General Motors Proving Grounds, Milford, Mich.; Reid H. Ray of Reid H. Ray Film Industries, St. Paul; Lorin D. Grignon of 20th Century-Fox, Hollywood, and Ralph E. Lovell of National Broadcasting Co., Hollywood.

Dr. Frayne also announced that the board of governors accepted the resignation of Edward S. Seeley of Altec Lansing, Hollywood, as secretary and appointed Wilton R. Holm of DuPont, Parlin, N.J., to fill the remainder of his term. Holm has recently been active in the work of engineering committees of the society.

WARNER BROS.'
TRADE SHOWINGS OCT. 11
"I died a thousand times"
STARRING
JACK PALANCE • SHELLEY WINTERS
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LORI NELSON • LEE MARVIN • GONZALEZ GONZALEZ
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20th Century-Fox Screening Room
1052 B'way. • 2:00 P.M.
ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.
BOSTON
20th Century Fox Screening Room
115 B'way • 2:00 P.M.
BUFFALO
Motion Pict. Operators Hall
498 Pearl St. • 8:00 P.M.
CHARLOTTE
20th Century Fox Screening Room
308 S. Church St. • 2:00 P.M.
CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.
CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.
CLEVELAND
20th Century Fox Screening Room
2219 Payne Ave. • 2:00 P.M.
DALLAS
20th Century Fox Screening Room
1803 Wood St. • 2:00 P.M.
DENVER
Ogden Theatre
2:00 P.M.
DES MOINES
20th Century Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
Film Exchange Screening Room
2310 Cass Ave. • 2:00 P.M.
INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.
JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.
KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 10:30 A.M.
LOS ANGELES
20th Century-Fox Screening Room
1620 W. 20th St. • 2:00 P.M.
MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.
MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.
MINNEAPOLIS
20th Century-Fox Screening Room
1015 Currie Ave. North • 2:00 P.M.
NEW HAVEN
Warner Theatre Projection Room
70 College St. • 1:30 P.M.
NEW ORLEANS
20th Century-Fox Screening Room
200 So. Liberty St. • 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.
OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M.
OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.
PHILADELPHIA
Universal Screening Room
251 No. 13th St. • 2:00 P.M.
PITTSBURGH
RKO Screening Room
1811 Blvd. of Allies • 1:30 P.M.
PORTLAND
Star Sc. Rm.
925 N. W. 19th Ave. • 2:00 P.M.
SALT LAKE CITY
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.
SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.
SEATTLE
Venetian Theatre
15th Ave. & E. Pine St. • 2 P.M.
ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.
WASHINGTON
Warner Theatre Building
13th & E Sts. N.W. • 10:30 A.M.

Picker Sees Drive-in Growth Overseas

Within the next five years, the motion picture industry will see "a boom" in drive-in theatre construction in the foreign field, Arnold M. Picker, United Artists vice-president in charge of foreign distribution opinionated here yesterday.

The growth of the outdoor theatres, already under way in Australia, South Africa, Central Africa, Cuba and Europe, will be the outcome of the increased production in automobiles here and abroad, Picker said.

SMPTE Announces Kalmus Color Award

LAKE PLACID, N. Y., Oct. 4. — A new industry award for technical contributions to color motion pictures was announced tonight by Dr. John G. Frayne, President of the Society of Motion Picture and Television Engineers. Culminating the awards session of the Society's 78th convention here. Doctor Frayne reported that the new award, to be called the Dr. Herbert T. Kalmus Gold Medal Award, would be presented first in 1956.

The session tonight was the occasion for presentation of the Society's 1955 awards. Among those honored were Dr. Elmer W. Engstrom of RCA, winner of the Progress Medal, Dr. Harry F. Olson of RCA, winner of the Samuel L. Warner Memorial Award; Bernard D. Loughlin of the Hazeltine Corp., winner of the David Sarnoff Gold Medal Award, and Richard S. O'Brien of CBS, winner of the Journal Award.

Allocation Plan

(*Continued from page* 1)

bickering now within the industry." The present method of allocating licenses is a serious problem, he said.

The UA executive pointed out that a previous MPEA committee, which was composed of Arthur Loew, Loew's International; George Weltner, Paramount; A. Schneider, Columbia, and himself, had almost reached accord on such a pattern. Picker said that under the proposed plan all the MPEA member companies had "something to lose and something to gain in the foreign market." He did not go into detail.

6,000 Attend 'Sneak' Of 'Gold' at Roxy

Some 6,000 persons were in attendance for the advance showing last night of 20th Century-Fox's CinemaScope production of "Seven Cities of Gold" at the Roxy theatre here.

Among those in attendance were top stars of the entertainment world, United Nations figures, state and city officials and prominent social personnages, religious leaders and representatives of the press.

The 20th-Fox film will start its regular engagement at the theatre here on Friday.

UA Abroad

(*Continued from page* 1)

of the three major foreign markets—Europe, Latin America and the Far East," Picker said. The UA vice-president reported that sales are up 104 per cent in the Philippines, 148 per cent in the United Kingdom, 31 in Spain, 78 per cent in Greece, 47 per cent in the United Kingdom, 31 per cent in Australia, 53 per cent in Chile, 72 per cent in Venezuela, 76 per cent in Uruguay, 93 per cent in Singapore, 126 per cent in Hong Kong and 102 per cent in Japan, in comparison to 1954.

The three sales conventions held for the European personnel in London, for the Far East in Tokyo, and for the Latin American market in Miami, were designed to implement in detail the sales policies and individual country situations for 1956-57, Picker said.

The foreign market has not yet felt the full impact of such UA "block-busters" as "Not As A Stranger" and "Summertime," Picker said, pointing out that these films will help UA attain its 1956 billings goal of $30,000,000. "Not As A Stranger" set an all-time high for a UA film on the Odeon circuit in Great Britain and "Summertime" set an new record for the company in Japan, he said.

Picker, who expects to go to Europe in November, disclosed that Great Britain and Continental Europe contribute 60 per cent to the UA foreign business with the Latin American market contributing 19 per cent.

In discussing theatres throughout the world, Picker said that the construction of new theatres is generally tapering off.

Pioneers Dinner

(*Continued from page* 1)

der the direction of Morton Sunshine in conjunction with the publicity committee headed by Harold L. Danson, are leaving no stone unturned in their efforts to top last year's gala affair, Depinet said.

Tickets for the affair can be secured from the Motion Picture Pioneers, 729 Seventh Avenue, New York 19, N. Y., at $20.00 per member.

MPEA Honors Kido At Luncheon Meet

Shiro Kido, president of Shochiku Co. of Japan, was guest of honor at a luncheon here yesterday at the Harvard Club tendered by the Motion Picture Export Association. Ralph Hetzel, MPEA vice-president, acted as host for the occasion.

Following the luncheon the MPEA convened and reportedly discussed possible Italian compensation deals. The allocation of French permits under the new two-year U. S.-Franco film agreement will be taken up at the next MPEA meet, it was reported.

Meanwhile, it was learned that MPAA president Eric Johnston is due to return here from the Far East on Oct. 14 or Oct. 15.

Stars See "Seven Cities of Gold" at the Roxy

CELEBRITIES of Hollywood, the Broadway stage and television were the special guests of 20th Century-Fox at a glittering preview showing of "Seven Cities of Gold" in CinemaScope at New York's Roxy Theatre yesterday evening. The personalities were joined by representatives from the United Nations and important political, social and civic figures and members of the press at the showing of the film topcasting Richard Egan, Anthony Quinn, Michael Rennie, Jeffrey Hunter and Rita Moreno. Filmed in Mexico, "Seven Cities of Gold" recounts the founding of the missions in California by Father Junipero Serra. The attraction opens Friday at the Roxy. Pictured at the right attending are, left to right: Mrs. and Mr. Charles Einfeld, vice-president of 20th Century-Fox, and Mrs. Bert Lytell, widow of the well known and long popular actor.

Billy Talbert, captain of the American Davis Cup tennis team, and his charming wife attended the preview.

Edmin Cooke and star Natalie Schaefer are shown here at a quiet moment just prior to the performance.

Eileen Barton, popular singing artist, receives a kiss from Charles Coburn, beloved star of many years in films, television and on the Broadway stage, in the lobby of the Roxy. They were prominent among the veritable galaxy of celebrities which welcomed "Seven Cities of Gold."

THE LEFT HAND OF GOD
HUMPHREY BOGART GENE TIERNEY
"THE LEFT HAND OF GOD"
CINEMASCOPE
THE LEFT HAND OF GOD

The preview of 20th Century-Fox's "Seven Cities of Gold" drew a large and enthusiastic crowd which gathered to eye the stream of prominent personages who were guests at this initial showing of the film.

(Advt.)

'Dolls'

(*Continued from page* 1)

Loew's Theatres, has made an arrangement with the Metropolitan Motion Picture Theatres Association and the ITOA, for the sale of tickets. Under the chairmanship of Gus Eyssell, president of Rockefeller Center, a committee has been set up to promote the sale of tickets through the Broadway and Downtown Brooklyn theatres, and the leading neighborhood circuits and independents in the Metropolitan area. Each theatre has agreed to run a 45-second trailer and display lobby posters announcing that, for the convenience of its patrons, reservation order forms will be available at that theatre. The committee consists of Harry Brandt, Ernest Emerling, Emanuel Frisch, Robert Mochrie, Al Rylander and Fred Schwartz.

Admission $5 and $10

Tickets will be priced at $5 and $10, with a limited number of divans at $100.

Members of the Will Rogers Hospital "Youth Group," composed of sons of the hospital's executive committee, are assuming an active role in the sale of tickets. This is the newly-organized group's first industry effort.

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

GEORGE NASSER, co-owner of the General Service Studios, and Jackie Cooper were chatting on the set of the NBC-TV comedy series, "The People's Choice" when Nasser remarked: "Jackie, I seem to remember you in pictures long before you made 'Skippy'." "Sure," answered Jackie; "five years before that I appeared with Lloyd Hamilton in several two-reel comedies which were filmed for Educational Films but I'm darned if I can remember where the studio was." "Educational Studios did you say?" queried Nasser. "You wouldn't recognize the place —this used to be the Educational Lot!" . . . Heard nationally via NBC Radio since 1939, "Grand Ole Opry" will be telecast ABCoast-to-coast starting Saturday, Oct. 15, in the 8:00-9:00 P. M. slot EDST. Les Paul & Mary Ford, sensational husband-wife recording team, and Judy Lynn, "Miss Idaho" in the recent "Miss America Contest," will share guest star billing in the program which includes as regulars Minnie Pearl, Rod Brasfield, Hank Snow, Ernest & Justin Tubb, Jimmy Dickens, Louvin Brothers, Martha Carson, Carl Smith and Chet Atkins.

☆ ☆ ☆

Mayor H. Roe Bartle of Kansas City, Mo., has proclaimed Tues., Oct. 18, "Dave Garroway Day" in honor of the star of the early morning NBC-TV series "Today." Dave and his entire staff will visit K. C. where his Oct. 18 and 19 programs will originate as a special promotion stunt for the 57th annual American Royal Livestock and Horse Show. . . . The first radical step toward the adoption of automobile safety measures by the Ford Motor Co. for its 1956 models was credited to the TV pogram "The CBSearch," which last year presented Cornell University's automobile safety research findings on national automotive crash injuries by Ford Motor Co. executives. In a letter to Sig Mickelson, CBS veep in charge of News and Public Affairs, R. S. McNamara, Ford veep, further stated that solutions of safety problems recommended on the telecast, including safety steering wheels, safety door locks, safety rear vision mirrors and crash-padding seat belts, have been perfected and is now standard equipment in the new Fords.

Dave Garroway

☆ ☆ ☆

Vet Charles McGraw, who appeared in the films "The Killers" and "The Bridges of Toko-Ri" and was featured in the Broadway productions "Native Son," "Petrified Forest" and "Boy Meets Girl," will be seen as "Mike Waring" (The Falcon) when "The Adventures of the Falcon," mystery-advanture WABChiller-diller, bows in next Sunday at 10:30 p. m. TVia Channel 7. Prior to turning actor, McGraw was a well-rated middleweight with a ring record of 39 professional bouts. . . . TV producers have discovered and are utilizing the modern, well-equipped West Coast Sound Service Studios on W. 57th St. under the personal supervision of Martin Henry, who directed over 100 feature motion pictures. . . . "The Alfred E. Smith Story," which will be produced by Demby Productions, was written by the late Governor's daughter Mrs. Emily Smith Warner and Hawthorne Daniel. . . . Warren Coleman, who appeared in the Broadway productions "Porgy & Bess," "Anna Lucasta" and "Lost In The Stars," has been named prexy of Splendora Films, which plans to start shooting feature films for theatres and TV by mid-November. Films will utilize the talents of the American Negro, but not exclusively. Men and women of all races will be depicted as part of the normal American scene. . . .

☆ ☆ ☆

Songstress Carolyn Leigh, who wrote the clever lyrics for Max Liebman's NBC Spectacular, "Heidi," has been signed by the producer to ditto for "The Great Waltz" which he'll produce Sat. Nov. 5 TVia NBC. . . . Murray Benson of the Kagran Corp. will discuss character licensing and merchandising and its resultant sales impact in his talk tonight to the Young Lithographers Ass'n at the Advertising Club. . . . Robert Q. Lewis CBSubbing for vacationing Fred Allen on "What's My Line?" and proving the "Q" stands for "Quipster." . . . Bishop Sheen's "Life Is Worth Living" will preem Thurs. Oct. 13 (8:00-8:30 p. m.) over ABC-TV and sponsored for the fourth consecutive year (previously on DuMont) by Admiral Corp. . . .

National Pre-Selling

A STRIKING full-page ad on Warner's "Rebel Without a Cause," starring James Dean, appears in the October issue of "Seventeen."

•

Shirley Jones, singing star of Rodgers and Hammerstein's "Oklahoma!" produced in the Todd-AO system, is the subject of a fascinating personality story appearing in the October issue of "Family Circle." The story opens on a two-page spread that is made attention-compelling by full color photos taken on the location sets of "Oklahoma!". Harry Evans, the article's author, interviewed both Rodgers and Hammerstein, "Oklahoma!'s" producer and director, and Shirley's parents.

•

Republic's "The Divided Heart" has been selected by Florence Somers as the picture of the month for October in "Redbook."

•

An excellent full-page ad on M-G-M's "Trial" appears in the October issue of "Parent's" magazine.

•

In "Look's" current issue, two new action pictures are reviewed. They are: Republic's "The Last Command" and RKO's "The Treasure of Pancho Villa." "The Last Command" is a historic saga of the Texas rebellion against Mexico in 1836. "The Treasure of Pancho Villa," laid about 1914, speculates on the origin of a fascinating legend that a fortune of as much as 20 million dollars in gold, seized by Pancho Villa's followers and hidden for future operations, lies safely buried in some mountain fastness.

•

Columbia's "My Sister Eileen" has been selected by "Compact" magazine's "Movie Rave of the Month" for October.

•

"Guys and Dolls" is advertised on the table of contents page in the Oct. 14 issue of "Collier's."

•

"Report on Love," an animated cartoon comedy version of portions of the Kinsey reports, received a substantial plug in the Sept. 24 issue of "Picture Week" magazine. Two double page spreads in color were devoted to the satire. "Report on Love" was produced by Alexander D'Arbeloff and released by Kingsley-International Pictures.

•

A fascinating profile of Audrey Hepburn appears in the October issue of "Cosmopolitan." Her next release is Paramount's "War and Peace." Full page photos, one in four colors, illustrate the article.

•

The October issue of "Woman's Home Companion" recommends to its 12 million readers "Left Hand of God," "Svengali" and "King's Thief."

WALTER HAAS

THEATRE OWNERS OF AMERICA

CONVENTION PROGRAM

Biltmore Hotel, Los Angeles

THURSDAY

E. D. Martin, Chairman of the Morning Session

9:00 A.M. to 6:00 P.M.—Registration.

10:00 A.M. Opening of Convention—E. D. Martin in the Biltmore Theatre.
Keynote Address—Mitchell Wolfson.
Nominating Committee Report—Walter Reade, Jr.
Audience Awards—Elmer C. Rhoden.
Subscription TV—Alfred Starr.
Convention Announcements
J. J. Rosenfield
Ernest G. Stellings
Lester R. Kropp

12:30 P.M. Luncheon — Pat McGee, Toastmaster — in the Biltmore Bowl.

Mitchell Wolfson, Chairman of the Afternoon Session.

2:00 P.M. Production Seminar — Y. Frank Freeman — Biltmore Theatre.

7:00 P.M. A Hollywood Evening — Cocktails and Buffet Supper, Grand Ballroom Suite, Beverly Hilton Hotel. Host: Association of Motion Picture Producers.

FRIDAY

J. J. Rosenfield, Chairman of the Morning Session.

10:00 A.M. Committee Reports and Discussions — Biltmore Theatre.
Joint Allied - TOA Committee — E. D. Martin; Arbitration — Mitchell Wolfson and Herman M. Levy; EFFG Report — Samuel Pinanski; Field Activities — George Gaughan; Organization and Membership, George Kerasotes, Walter Morris, Art Adamson; Insurance — Arthur H. Lockwood; COMPO — Samuel Pinanski; National Legislation — A. Julian Brylawski; State & Local Legislation — LaMar Sarra and Robert Bryant; Film Reviewing — H. F. Kincey; Labor Relations — Abe Blumenfeld; Building and Safety Codes — Henry Anderson; Public Relations — Jack Keiler; "Planned Theatre Safety and What It Means for You," C. J. Seroka — The Travelers Insurance Co.

12:30 P.M. Luncheon — Jack Keiler, Toastmaster, in the Biltmore Bowl.

Ernest G. Stellings, Chairman of the Afternoon Session

2:00 P.M. Advertising and Promotion Seminar — Frank Whitbeck, Moderator.
Jerome Pickman — Paramount; David A. Lipton — Universal Pictures; Frank Rubel — Central States Theatres; Thornton Sargent — Fox West Coast Theatres.

4:30 P.M. Trip to Disneyland.

SATURDAY

(Exhibitors Only)

John Rowley, Chairman of the Morning Session

9:00 A.M. Meeting of the Board of Directors and Executive Committee in Music Room.

10:30 A.M. Conventional Theatre Forum — R. M. Kennedy, in the Biltmore Theatre.
Trade Practices, Film Rental, Reports, Discussions on Operations, Concessions, Equipment, Advertising, Promotion.

12:30 P.M. Luncheon — James S. Carbery, Toastmaster, in the Biltmore Bowl.

Lester R. Kropp, Chairman of the Afternoon Session

2:00 P.M. Report of Joint Meeting of the Board of Directors and Executive Committee, in the Biltmore Theatre.
Drive-In Theatre Forum — Horace Denning and Michael Redstone, in the Biltmore Theatre; Trade Practices, Film Rental, Reports, Discussions on Operations, Concessions, Equipment, Advertising, Promotions.
Problems of Small Theatre Owners.
Speak-Your-Mind Session.

6:30 P.M. Cocktail Party—Gold Room, Ambassador Hotel.
Dais Cocktail Party — Lido Room, Ambassador Hotel.

7:30 P.M. President's Banquet — Cocoanut Grove, Ambassador Hotel.

Star-of-the-Year Award to James Stewart by E. D. Martin

SUNDAY

2:00 P.M. Continuation of Saturday Agenda and unfinished business, if necessary — Music Room or Biltmore Theatre.

See Next EDC Meet At Allied Convention

The next meeting of Allied's Emergency Defense Committee now is reported slated for Chicago, in conjunction with Allied States' convention, Nov. 6-9.

Initial forecasts indicated that one may be held this month, if the EDC did not get together in September. However, it is now considered very unlikely that the EDC will convene before the convention.

N.Y. Paris Theatre Placing Wide Screen

The Paris Theatre here has announced that it is installing a new large-size screen and frame, designed to fit the seating pattern of the house and capable of showing the various new film projection processes, including VistaVision and CinemaScope, as well as the regular standard type of films.

The new equipment will be completed in time for the premiere of Alfred Hitchcock's "The Trouble with Harry," which was filmed in VistaVision.

The announcement by the Paris follows by less than a week the decision of the Plaza Theatre here to re-equip for the showing of Sir Alexander Korda's CinemaScope production, "The Deep Blue Sea," a 20th Century-Fox release.

TOA Meeting

(*Continued from page 1*)

of scuttlebutt among the early arriving delegates as to the issues and policies that will develop during and in the wake of the convention. It was pointed out that just prior to last year's convention in Chicago that the conclave's theme was "Don't Call the Cops," referring to Allied States campaign to solicit government intervention in the film rentals hassle. That attitude changed as the convention progressed, and for some months thereafter, when TOA appeared to be lining up with Allied on that controversial subject.

Good Feeling Diminished

Since then, however, the fraternal spirit that gripped both organizations for a spell more or less petered out during the current year when Allied dissolved its Emergency Defense Committee subcommittee which, with a similar TOA group, had called on the sales heads seeking a solution to the film terms problem.

The question being tossed around here during the last few days is whether TOA will divorce itself completely from Allied's cooperation or again go along with the idea that government aid may be necessary.

In any event, the TOA convention shapes up as one that will either drive a deeper wedge between the two national associations or once again bring them together.

Cash In on the Growing Appeal of COUNTRY WESTERNS FOLK MUSIC

ABBIE NEAL & HER RANCH GIRLS

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America's Foremost Western All-Girl Band with a "BIG NAME" Western Guest Star every week! ABBIE NEAL & HER RANCH GIRLS is a NEW SERIES OF 26 FIRST-RUN HALF-HOUR TELEVISION PROGRAMS in Glorious Color and Black and White . . . available for local or regional sponsors. Audition prints upon request.

20th Century-Fox announces
with pride the November availability of
Alexander Korda's London Film Production

THE DEEP BLUE SEA

by TERENCE RATTIGAN

starring

VIVIEN LEIGH
KENNETH MORE

The 3-year London and New York dramatic stage success combines the talents of two-time Academy Award winner Vivien Leigh ...as a married woman trapped by the devil of infidelity; Kenneth More, acclaimed star of "Genevieve" and "Doctor in the House"...and the brilliant production-direction of Anatole Litvak, distinguished director of "The Snake Pit."

Is it worth this?

AN ANATOLE LITVAK
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CINEMASCOPE
COLOR by DE LUXE · Released by 20th Century-Fox

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the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

VOL. 78. NO. 68 NEW YORK, U. S. A., THURSDAY, OCTOBER 6, 1955 TEN CENTS

For 52 Weeks

Columbia's Net Profit In Rise Of $1,353,000

Common Pays $5.64 Against $4.01 in '54

Columbia Pictures' net profit for the 52-week period ended on June 25 was $4,948,000 or $5.64 per common share, an increase of $1,353,000 or $1.63 per common share earned during the comparable 1954 period, it was announced yesterday by Harry Cohn, president of Columbia.

Harry Cohn

Cohn, in releasing the comparative consolidated earnings statement of the company, said that the net profit before income taxes totaled $8,650,000 on June 25, an increase of $279,000 over the 1954 period..

Federal, state and foreign taxes totaled $3,702,000, a decrease of $1,-

(*Continued on page 8*)

Opposes Tax Relief For Color, UHF Sets

From THE DAILY Bureau

WASHINGTON, Oct. 5 – The Treasury Department said it would oppose any special excise tax relief for color or ultra high frequency television sets.

Dan Throop Smith, assistant to the Secretary, told a House Ways and Means Subcommittee that such relief,

(*Continued on page 8*)

Rivkin Talent Head Of Allied Artists

From THE DAILY Bureau

HOLLYWOOD, Oct. 5. – In line with the company's upgraded production activity, Walter Mirisch, executive producer, announced today the appointment of Joseph Rivkin to the

(*Continued on page 6*)

20th Plans 'Scope Films in Britain

From THE DAILY Bureau

LONDON, Oct. 5.–Plans to produce up to eight CinemaScope productions in Britain were said to have been made by Spyros P. Skouras, president of 20th Century-Fox.

Disclosure of the plans came as Skouras left here for Paris tonight en route to New York.

Sargoy Heard In 16mm. Suit

By SAMUEL D. BERNS

LOS ANGELES, Oct. 5.–Edward Sargoy, New York attorney, in charge of films for all defendants with the Copyright Protection Bureau, was called as the only witness by the government today in its 16mm. action, to establish a direct connection with violations of the 16mm. contract agreements. Sargoy, former chairman of the American Bar Association copyright committee, pointed out that his function did not deal with contract

(*Continued on page 6*)

Industry Dividends Increased in August

From THE DAILY Bureau

WASHINGTON, Oct. 5.–Publicly reported industry cash dividend payments for the month of August totalled $1,811,000, the Department of Commerce announced today, compared with $1,426,000 paid in August of last year.

The eight-month total to date for 1955 is $18,598,000, the department said, compared to a total of $15,001,-000 for the first eight months of 1954.

Urges Ticket Tax Elimination

TOA Board Opposes Intervention by Gov't

Prefers 'Arbitration' and 'Conciliation'; Martin Report Cites 3 Major Projects

By WILLIAM R. WEAVER

LOS ANGELES, Oct. 5.–Interference by the government in the affairs of the film industry was stoutly opposed by the Theatre Owners of America in a resolution adopted today by board of directors at a meeting preceding opening of the association's convention.

In another move, the board voted unanimously for the complete repeal of the admission taxes.

E. D. Martin

In his report to the board, E. D. Martin, outgoing TOA president, drew attention to three major TOA projects during the year. These were:

¶ The movement for unification of

(*Continued on page 6*)

Blank Elected TOA President At Board Meet

From THE DAILY Bureau

LOS ANGELES, Oct. 5.–Myron H. Blank of Des Moines, president of Central States Theatre Corp., today was elected president of Theatre Owners of America by the board of directors. Blank's election was exclusively forecast in the MOTION PICTURE DAILY on Sept. 26.

Myron Blank

E. D. Martin, retiring president, was elected chairman of board succeeding Walter

(*Continued on page 6*)

Hearing Reveals Its 'Concern'

Opposition of the Treasury Dept. Is Seen to Any New Tax Relief

By J. A. OTTEN

WASHINGTON, Oct. 5.–Treasury Department testimony yesterday and today before a House Ways and Means Subcommittee adds up to an assurance of Treasury opposition to any proposal for further admission tax relief next year.

Industry officials have been talking about plans for such a campaign. Of course, Congress could vote such relief despite the Treasury opposition; that's just what happened last year.

The Ways and Means Subcommittee is holding hearings on technical and administrative problems of the Excise tax laws. Treasury officials

(*Continued on page 8*)

Delinquency Probe Hearings Dropped

From THE DAILY Bureau

WASHINGTON, Oct. 5.–A Senate Judiciary Subcommittee on juvenile delinquency has changed its plans to hold further hearings on the impact of films on juvenile delinquency. The committee held hearings in Hollywood on the subject earlier this year and then announced it expected to hold additional hearings probably in December.

Subcommittee officials now say that

(*Continued on page 8*)

Unveil 'Desperate' At Criterion Here

Before a capacity audience of Hollywood and national notables, Paramount's "The Desperate Hours" was unveiled at the Criterion Theatre here.

Thousands of spectators gathered outside the Broadway showcase to

(*Continued on page 8*)

PERSONAL MENTION

HOWARD DIETZ, Loew's vice-president, has arrived in Hollywood from New York.

•

William Gross, Columbia city sales manager in Cleveland, became a grandfather for the second time when a son, **Dale Thomas**, was born to **Mr.** and **Mrs. George Gross**.

•

Edward L. Hyman, American Broadcasting - Paramount Theatres vice-president, and **Bernard Levy**, his assistant, will leave New York today for Salt Lake City.

•

Michael J. Moodabe, head of Amalgamated Theatres, Ltd., of New Zealand, accompanied by his three sons, has arrived in New York from Auckland.

•

Lawrence Weingarten, M-G-M studio executive and producer, and **Howard Kress**, film editor, have returned to Hollywood from New York.

•

Morris Goodman, European manager for Columbia Pictures, will leave New York today for Europe aboard the "Liberte."

•

Charles J. Feldman, Universal Pictures vice-president and general sales manager, has left New York for the Coast.

•

Joseph Gins, Universal Pictures district manager, was in Albany and Gloversville, N. Y., from Boston.

•

Joseph A. Tanney, president of S.O.S. Cinema Supply Corp., is at Lake Placid from New York.

•

Shiro Kido, president of Shochiku Co., Ltd., of Japan, will leave New York today for Washington.

•

Emery Austin, head of M-G-M's exploitation department, will leave here today for Chicago.

•

J. T. McBride, Paramount branch manager in Minneapolis, has returned there from New York.

•

Edmund C. DeBerry, Paramount branch manager, was in New York yesterday from Buffalo.

•

Edward Dmytryk, producer-director, has returned to New York from France.

•

Anne Todd has arrived in New York from London via B.O.A.C.

•

Gregory Ratoff has arrived in New York from London.

Expect 4,000 Dates On Fox Talent Reel

With acceptances from exhibitors for 20th Century-Fox's specially-produced free CinemaScope subject introducing three new stars coming into the company, the number of bookings on the four-minute and 20-second featurette is expected to exceed 4,000 during the next few months.

Extra prints of the reel, which spotlights Dana Wynter, Joan Collins and Sheree North in informal poses and scenes from their respective pictures, "The View From Pompey's Head," "The Girl in the Red Velvet Swing" and "The Lieutenant Wore Skirts," are being ordered to accommodate exhibitor requests.

Pictured also in the CinemaScope and color by De Luxe reel are aerial views of the 20th Century-Fox Hollywood studios and commentary on the company's continuing world-wide search for new personalities, and the many stars such as Shirley Temple, Will Rogers, Janet Gaynor, Loretta Young, Gregory Peck, Tyrone Power, Betty Grable and Marilyn Monroe developed by the corporation.

SPG, 'Look' to Give Collegiate Awards

From THE DAILY Bureau

HOLLYWOOD, Oct. 5. – The Screen Producers Guild has joined with the publishers of "Look" Magazine for the first jointly-sponsored Intercollegiate Awards for the best student-produced film made on U. S. college campuses, it was announced yesterday in a joint statement by Samuel G. Engel, SPG president, and Daniel D. Mich, editorial director of "Look."

The Intercollegiate Awards, first presented by the Screen Producers Guild three years ago, will be incorporated as an integral but separate part of the 15th annual "Look" Motion Picture Achievement Awards in a February, 1956, issue of the magazine. Student winners will receive "Look"-SPG award medallions on a network television program which will be timed with the publication of the awards issue.

"Our mutual interest in helping to encourage motion picture production know-how outside of Hollywood," Engel said, "will be greatly benefited for years to come by our new association with 'Look.'"

Sullivan Returns

Edward E. Sullivan, 20th Century-Fox publicity manager, has returned to New York from Hollywood following a series of conferences at the studio with Harry Brand, studio publicity head, on the promotional handling of six pictures scheduled for release during the balance of 1955 and early next year.

UW Promotes Two In Television Dept.

Television Today.. In line with the plans to expand the television activities of United World Films, Inc., subsidiary of Universal Pictures, several important organizational changes were announced by Norman E. Gluck, United World vice-president, who heads the company's television activities.

Alfred Mendelsohn, who has been Eastern manager of television and radio promotion for Universal for the past six years, will move over to United World effective on Oct. 15 as assistant sales manager in the television department. In his newly-created executive post, he will concentrate his activities on television film commercial sales in which United United World vice-president, who heads the company's TV activities.

Gluck also announced the promotion of Errol Linderman who has been associated with United World's television activities since 1952, to the new post of manager of the television service department where he will supervise the handling of agency, client and staion requirements.

Rhoden to Address Publicists Group

From THE DAILY Bureau

HOLLYWOOD, Oct. 4. – Elmer Rhoden, president of National Theatres and national chairman of the COMPO Audience Awards committee, has accepted the invitation of the Publicists Associations, IATSE Local 818, to be the keynote speaker at their ninth annual Panhandle Dinner, to be held at the Beverly-Hilton Hotel, here Oct. 25.

Bacall Honored at 'Alley' Luncheon

Actress Lauren Bacall, co-starred with John Wayne in Warner Brothers "Blood Alley" which opened at the Paramount Theatre here yesterday, was guest of honor at a luncheon yesterday at Lum Fong Restaurant for representatives of the press.

Lunch for Zinneman

Magna Theatres will be a host to press represenatives at a luncheon at 21 Club here today for Fred Zinneman, director of the company's Todd-AO production of "Oklahoma!" which will have a three-day world premiere schedule at the Rivoli Theatre here beginning Monday.

O'Neil in Hollywood

Thomas F. O'Neil, president of General Teleradio and chairman of the board of RKO Radio Pictures, has arrived in Hollywood from New York for conferences with RKO president Daniel T. O'Shea and RKO vice-president Charles L. Glett.

Three Trade Meets Slated for Toronto In Week of Oct. 31

Special to THE DAILY

TORONTO, Oct. 5.—Three annual meetings and three complementary luncheons await representatives of all branches of the film and theatre business during the week of Oct. 31 at the King Edward Hotel here, according to formal notices issued to regional groups across the Dominion by the Motion Picture Industry Council of Canada, with a reminder by executive secretary Arch H. Jolley for early reservations and delegate reservations.

First on Oct. 31

The line-up is as follows: Monday, Oct. 31, convention and luncheon of the Motion Picture Theatres Association of Ontario; Nov. 1, meeting of the National Committee Motion Picture Exhibitors Association of Canada; Nov. 2, Motion Picture Industry Council of Canada sessions, and luncheon of the Motion Picture Distributors Association of Canada, and Nov. 3, closing program of the Industry Council and the third luncheon, provided by Coca-Cola.

The Canadian Picture Pioneers will hold its annual awards banquet on Nov. 1, tickets for which are $7 each. This function is at the Royal York Hotel.

To Dedicate NYU's Loew Hall Saturday

New York University will dedicate Loew Hall, new student dormitory at its University Heights campus in the Bronx, Saturday morning.

During the ceremony, Arthur M. Loew will unveil a plaque honoring his father, the late Marcus Loew, motion picture pioneer and, at the time of his death in 1927, the president of Metro-Goldwyn-Mayer Pictures.

Arthur Loew, president of Loew's International Corporation and a 1918 graduate of NYU's University College of Arts and Science, gave $300,000 to meet part of the construction cost of the building.

Loew made the gift in memory of his father.

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PEOPLE

Joseph P. Liss, district manager for Stanley Warner in Massachusetts, who was injured critically in an auto accident last June, has left the Worcester City Hospital for his Lawrence, Mass., home. His condition now is considered satisfactory, although doctors will not allow visitors for another two months.

◻

Joseph A. Macchia, of Loew's, Inc., legal department and formerly law secretary to Circuit Court of Appeals Judge J. Edward Lumbard, has been named campaign manager for the election of **Theodore R. Kupferman** to the New York State Supreme Court. Kuferman is vice-president and general attorney for Cinerama Productions.

◻

Howard Spencer, who retired as porter at the Universal exchange in Albany after 21 years of service, was given a farewell party by branch manager **Norman Weitman.**

◻

Mickey Dubin has been appointed director of TV sales at Filmways, Inc., producers of video films and commercials. He had been with the Music Corp. of America.

◻

James B. Tharpe has resigned as manager of the Du Mont Television transmitter sales division to become president of Visual Electronics Corp., of New York, independent selling agents representing Du Mont in the sale of TV broadcast equipment.

◻

Edward M. Gilbert, G. A. Lowen-tein, Rudolf G. Sonneborn and **A. F. Wechsler** have been selected as co-chairmen of the 22nd annual "Night of Stars" to be held Nov. 21 at Madison Square Garden for the United Jewish Appeal's program of efugee relief and Israel resettlement.

◻

Dr. Richard F. Miller has been appointed assistant superintendent of the office of film services at Kodak Park by **Ivar N. Hultman,** Kodak vice-president and general manager of Kodak Park. The appointment was ffective Monday.

Find Big Demand For Rivoli Tickets

A "record-breaking demand" for evening tickets for the public world premiere Oct. 13 of "Oklahoma!" was eported has been by the management of the Rivoli Theatre, which nnounced a special matinee for Oct. 3.

To Achieve Realism

Plans for 'Ideal Theatre' Outlined To Delegates to SMPTE Conclave

Special to THE DAILY

LAKE PLACID, Oct. 5.—Delegates to the 78th convention of the Society of Motion Picture and Television Engineers yesterday were given a glimpse of what an ideal theatre could be by Arthur L. Smith of Colonial Williamsburg. Smith outlined for the delegates plans which have been created to build an ideal non-commercial theatre in which the visitor would be orientated to what he would see in Williamsburg by first being transported back in time to the actual life of the 18th century through realistic visual and mental images.

Smith explained that the group desired to achieve a high degree of participation and realism from the point of view of the audience. They wanted to build a theater where the viewer would be lost in an optical vacuum, which would eliminate any distractions, actual or psychological such as architectural forms, projector noises, heads of viewers seated in the row in front, and the like.

Theatres Back to Back

A wide screen participation type of show was deemed the best solution, and after studying and elminating scores of ideas plans were set for two theaters, back to back, sharing a common projection booth. Each theater would be able to handle 250 people for a half-hour show. Seventy millimeter film was deemed necessary to achieve the resolution desired, and the TODD-AO process was decided upon as the method of projection. Screen size will be 30x60 feet.

To achieve the optical vacuum effect desired, Ben Schlanger, theater architect, who is the consultant to this group, suggested that there be no comparative dimensions and a maskless curved screen which would continue peripherally on all sides. In addition, at the end of the screen image it is proposed that "a blend of light tone continue and constitute a sympathetic surround." To further enhance realism there would be barrier walls behind each of the eight rows of seats so no heads will be seen, and "double arm blocks and generous aisle room would also contribute to a sense of 'free' observation of the image."

Natural Sound Sought

Although the number of sound tracks has not yet been determined, Smith explained that it is essential that reliance be on natural sounds and dialogue. An overall sound environment must be created, he said, in which the sound is "something so real that the audience is not 'mechanically' aware of it."

Smith went on to explain that "to gain all possible light intensity on the movie screen, it has been decided to replace the usual plate glass window in the projection booth with a sound trap that will pass 100 per cent of the light but will be effective in eliminating noise from the projectors." In addition "perforations in the screen itself will permit free passage of the sound from the loudspeakers to the audience and the design of the space behind the loudspeakers will prevent undesirable echos and reverberations in that area."

Col. to Distribute U.K. Films in Japan

From THE DAILY Bureau

LONDON, Oct. 5.—Columbia Pictures will distribute, under a three-year deal, all new British pictures in Japan. The deal was negotiated by William Moffat of the British Commonwealth Film Corp. and Michael Bergher of Columbia in Tokyo and is retroactive to April, 1955.

B.C.F.C. is a cooperative organization representing major British producers in overseas markets.

Former G.F.D. Man in New Fox U.K. Post

From THE DAILY Bureau

LONDON, Oct. 5.—Sam Redford, who joined 20th Century-Fox here last year after a long association with J. Arthur Rank's General Film Distributors has been placed in charge of the company's newly created sales division in the West of England, from Liverpool to Plymouth.

Increased business in the area necessitated the change, J. F. Pattinson, 20th-Fox director of sales here, said.

8 Pictures Start, for Total of 35 Shooting

From THE DAILY Bureau

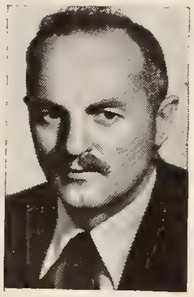
HOLLYWOOD, Oct. 5. – Eight new pictures were started and seven others were completed this week, for a total of 35 pictures now in work.

Started were: "The Four Seasons," wide-screen, color (Allied Artists); "Phantom from 10,000 Leagues," Milner Bros. (ARC release); "The Swan," CinemaScope, Eastman color (Metro-Goldwyn-Mayer); "That Certain Feeling," VistaVision, Technicolor (Paramount); "The Ambassador's Daughter," Norman Krasna Prods., CinemaScope, Eastman color (United Artists); "Congo Crossing," Technicolor (Universal-International); "Seven Men From Now," Batjac Prods., wide-screen, Warner-Color, and "The Bad Seed" (Warner Bros.).

Completed were: "Blackjack Ketchum, Desperado," (Columbia); "Shot in the Dark," and "The Maverick Queen," Trucolor (Republic); "The Lieutenant Wore Skirts," CinemaScope, color, and "Rains of Ranchipur," CinemaScope, color (20th Century-Fox); "The Old Man and the Sea," CinemaScope, Warner Color, and "Good-bye, My Lady," Batjac Prods. (Warner Bros.).

20th-Fox's TV Show Unveiled

Television is a medium by which the public can become more fully acquainted with future CinemaScope productions from 20th Century-Fox, Darryl F. Zanuck, 20th-Fox vice - president in charge of production, declared on the film company's premiere showing of "The 20th Century-Fox Hour" over the Columbia Broadcasting System TV network last night.



Darryl Zanuck

Zanuck, in discussing the TCF Television Production venture with actor Joseph Cotten, the program's emcee, stated that the slogan of the sponsor, General Electric's "Progress Is Our Most Important Product," could be adapted for 20th-Fox utilization.

Sees Publicity Value

"We have a two-fold purpose in television," Zanuck stated after some chit-chat with Cotten about his cigar-smoking and croquet. "Twentieth Century-Fox has the know-how, material and talent to produce top programs for television" and the programs can be used "to acquaint the public with our future CinemaScope feature productions," Zanuck said.

The dramatic portion of the first of 26 hour-long telefilms, which will feature new TV properties previously made for motion pictures, was an adaptation of Noel Coward's "Cavalcade." The three-act play starred Michael Wilding and Merle Oberon and highlighted some of the colorful and significant events in the British Empire from the Victorian era to the 1930's.

Running Time 42 Minutes

The television version of Coward's award-winning play took up 42 minutes and was well-acted by the principals. Zanuck's dissertation with Cotten took up five minutes.

Another five minutes of the TCF program were devoted to 20th-Fox's latest CinemaScope feature "The Tall Men." Cotten escorted the TV viewers on to the production set of the film where film director Raoul Walsh showed scenes from the CinemaScope film which stars Clark Gable, Jane Russell, Robert Ryan and Cameron Mitchell. Walsh said, following a sequence in which Miss Russell takes a bath, that "this is the type of picture which an audience likes."

LESTER DINOFF

LIBERACE! LIBERACE! LIBERACE! LIBERACE! LIBERACE! LIBER

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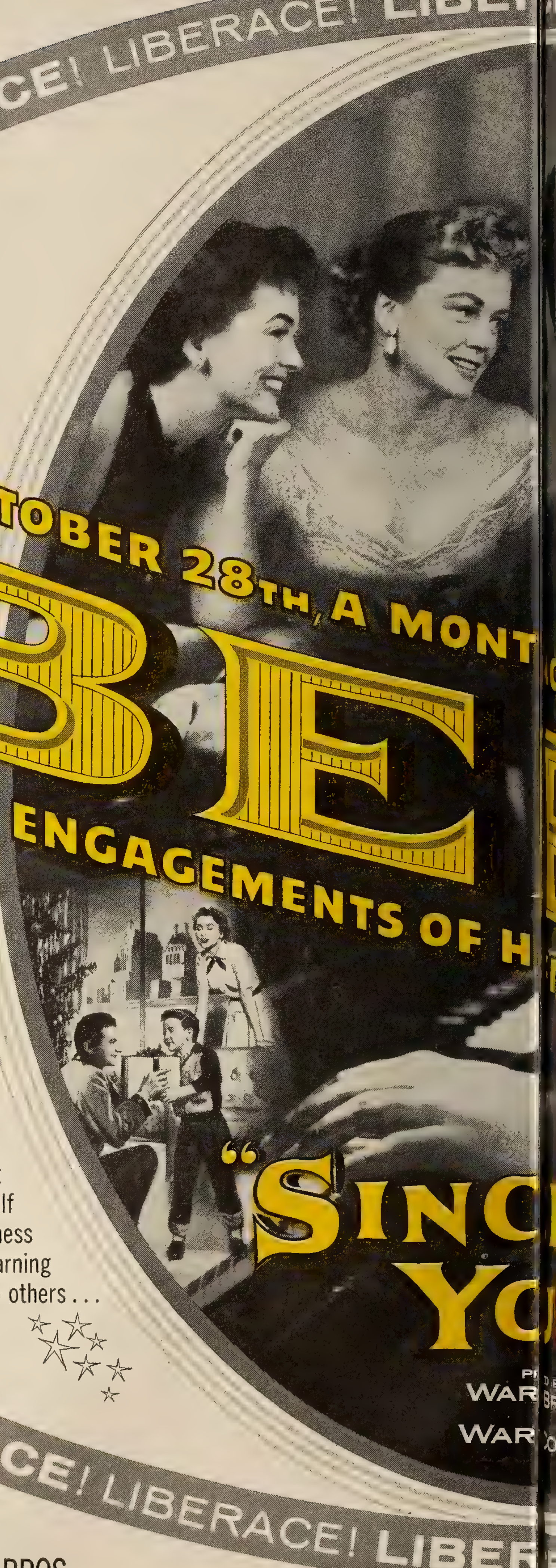
STARTING OCTOBER 28TH, A MONT

HERALDS THE FIRST ENGAGEMENTS OF H



"SINC
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WAR

WAR

In a burst of music and a blaze of color —the wonderful story of a famous pianist who helps himself to happiness by learning to help others . . .

CO-STARRING

JOANNE DRU

DOROTHY MALONE

(*Voted Top Female 'Star of Tomorrow' in M. P. Herald's Exhibitor Poll!*)

ALEX NICOL WITH WILLIAM DEMAREST
LORI NELSON · LURENE TUTTLE

Screen Play by IRVING WALLACE · Produced by HENRY BLANKE
Music Advisor George Liberace
AN INTERNATIONAL ARTISTS LTD. PRODUCTION · Directed by GORDON DOUGLAS · Presented by WARNER BROS.

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CE! LIBERACE! LIBERACE! LIBERACE! LIBERACE! LIBERACE! LIBERACE! LIBERACE! LIBERAC

HE'LL BE TICKLING THE KEYS IN KEY CITIES ACROSS THE LAND!

CHICAGO FIRST—THEN FANNING OUT TO A NATIONFUL OF LIBERACE FANS IN MASS-MARKET AREAS SELECTED FOR MAXIMUM PENETRATION! HE GREETS THE PUBLIC, HE MEETS THE PRESS—IN A MASSIVE NEWS-MAKING LAUNCHING OF THE ATTRACTION MILLIONS AND MILLIONS ARE WAITING FOR!

(*GEORGE LIBERACE will be on the tour, too!*)

ONG PERSONAL APPEARANCE TOUR OF

RACE

IRST STARRING MOTION PICTURE!

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E! LIBERACE! LIBERACE! LIBERACE! LIBERAC

Liberace plays everything from Chopin to 'Chopsticks' and Boogie--and his own new hit 'Sincerely Yours' (LYRICS BY PAUL FRANCIS WEBSTER)!

REMINDER FROM COMPO: DID YOU MAIL YOUR NOMINATIONS FOR AUDIENCE AWARDS?

TENT TALK

Variety Club News

TORONTO—The Toronto tent is sponsoring two entertainment features to aid its Variety Village Vocational School for crippled children. Chief barker H. S. Mandell announced that the first will be a concert of the Scots Guards regimental band and Highland dancers next Tuesday at the Maple Leaf Gardens. The other is a presentation of the British Music Hall Revue later in the week.

△

ALBANY—A new crew of the Albany tent will be elected on Oct. 17. A few days later the crew will elect officers who will take over on Nov. 1, the date on which the club will move into its new quarters on the mezzanine of the Sheraton-Ten Eyck Hotel. Under the chairmanship of Gene Teper, a membership drive has been launched.

△

SEATTLE—The newly-founded Tent No. 46 has voted to name the Children's Heart Clinic at the Orthopedic Hospital as the tent's charity. The crew will elect officers shortly, following a crew election here tomorrow. Bud Saffle is temporary chief barker and Ed Cruea is first assistant.

△

DUBLIN—The Variety Club of Ireland will hold its fourth annual fancy dress ball on Dec. 12. The event is the tent's largest social event of the winter season. Mrs. Oonagh MacWhirter, chairman, will form a committee at a luncheon this week.

Regent Theatre Bldg. In Rochester Is Sold

BUFFALO, Oct. 5. — Sale of the Regent Theatre Building in Rochester to Los Angeles and New York investors for $202,500 has been completed in Kodak town.

The Thomas W. Finucane Corp., owners of the building since 1914, sold it to Natalie Galen of Los Angeles and Alberta Freen of New York City.

Monroe Amusements, Inc., will continue to operate the 42-year-old 1,600-seat theatre as an outlet for Paramount and other film attractions under a long term lease.

Legion of Decency Rates 3 as 'B'

The Legion of Decency awarded one "A" and three "B" ratings to motion pictures which were reviewed recently.

Placed in Class A was "Strange Intrusion," a Hoffman International Film Co. release. Placed in Class B were Universal's "Running Wild," 20th Century-Fox's "The Tall Men," and RKO's "Tennessee's Partner."

Intervention Opposed

(*Continued from page* 1)

exhibitor organizations of the industry.

¶ Completion of the plan for arbitration.

¶ The stimulation of production.

Martin said: "Your administration has worked hard to bring about better understanding and unity of action between TOA and Allied. He said that although progress had been made in various local contacts between regional organizations, "the paths toward achieving a single national organization are further apart. The organizational make-up of the two organizations is such that a merger or a wholly new organization is extremely difficult of achievement in the foreseeable future."

Praises Arbitration Group

Pending the achievement of such a unified organization, Martin suggested that TOA's service for exhibitors should continue to attract new members.

The activities of the TOA arbitration committee were hailed by Martin, who urged approval and adoption of the plan. He commented:

"It does not include all the principles we originally sought but it does contain many good ones and it is a step in the right direction."

Martin asserted that the Exhibitors Film Financial Group had had a "terrific impact" on production. More pictures had been released, he said, in the 11 months after the TOA-sponsored group had been formed than in the entire year before.

The resolution opposing governmental interference, which was proposed by Alfred Starr, chairman of the executive committee, reads:

"We are of the belief that our inter-industry problems can be solved by friendly discussion as well as by arbitration and conciliation. In addition, we will continue to follow up our meetings with the presidents and sales managers of the film companies looking toward relief from our difficulties. If we are unable to solve our pressing problems in such fashion then we will have to seek other forms of relief."

Replying to questions, Starr said that increased production and other developments are tending to correct what he termed the "basic imbalance" in the business.

The board voted to affiliate with the International Union of Motion Picture Exhibition and probably will send a delegate to that organization's congress in the latter part of this month. Italo Temini, president of IUMPE, was present at today's meeting.

EFFG Report Saturday

The board was unable to act on the report of Exhibitors Film Financial Group due to lack of time. The EFFG report will be read to the whole convention on Saturday.

Myron Blank, elected today as president of the TOA, told the press:

"I feel that we can help in bringing harmony in our business. I feel that all our trade differences can be brought satisfactorily to harmonious settlement."

Myerberg Sets U.K. TV Commercial Deal

From THE DAILY Bureau

LONDON, Oct. 5.—Michael Myerberg, producer of the "Hansel and Gretel" puppet film, announced here a deal whereby Smee's Advertising Ltd., will hold exclusive U.K. rights to Myerberg's Kinemin puppet TV commercials.

At first the commercials will be made in America but Myerberg plans to set-up a studio and organization for producing the puppet films here by the Spring of 1956. He anticipates using British artists and craftsmen.

Myerberg has left here for New York.

Soviet's 'Romeo' Gets Toronto Play

TORONTO, Oct. 5.—Possibly reflecting a new trend in international relations, Soviet films once more appear to be favor here. The crowd was so great for the premiere of Prokofiev's "Romeo and Juliet" at the Eaton Auditorium under the auspices of Artkino Pictures (Canada), that two performances were required instead of the one scheduled showing for the night. Even then, many were turned away.

Burr and Salkow Form Own Company

HOLLYWOOD, Oct. 5.—Raymond Burr and agent Lester Salkow are forming their own company, Bursal Productions, to produce three independent pictures starring Burr.

Burr left here for Chicago and New York to discuss financing for the program with Mid-western and Eastern interests.

To Cite Gladstone

Benjamin D. Gladstone, film buyer for Century Theatres, which operates 35 theatres in Brooklyn and Long Island, will be honored in his home community on Oct. 15 by the East Meadow Jewish Center. Gladstone has been active in the East Meadow Jewish Center since its organization in June, 1953. The affair will be a dinner-dance designed to put into high gear the building fund drive for the Center.

To Resume Labor Talks

ALBANY, Oct. 5. — The meeting between representatives of the Fabian and Stanley Warner circuits and of the stage employes local to negotiate a new contract did not produce an agreement, although progress was reported to have been made. A later conference will be held.

TOA Meeting

(*Continued from page* 1)

Reade, Jr. Sam Pinanski then was re-named honorary chairman of the TOA board. Alfred Starr, chairman of the executive committee of TOA, was re-named as head of that group.

The TOA directors today named five assistants to the president, who will serve up to the 1956 convention of the exhibitor organization which will take place at the New York City Colosseum, Sept. 19-25. They are Nathan Greer, Sante Fe, N. M.; George Kerasotes, Springfield, Ill.; J. J. Rosenfield, Spokane; Samuel Rosen, New York, and Ernest G. Stellings, Charlotte, N. C.

Carl E. Anderson, Kalispell, Mont., Horace Denning, Jacksonville, Lester Kropp, St. Louis, and Roy Cooper, San Francisco, are the newly elected vice-presidents of TOA. Re-elected vice-presidents were A. Julian Brylawski, Washington; Pat McGee, Denver; Albert M. Pickus, Stratford, Conn., and John Rowley, Dallas.

Robert R. Livingston of Lincoln, Neb., was reelected secretary, and Si Fabian, New York, was re-named treasurer. Herman M. Levy, New Haven, was re-named general counsel for TOA while Joseph G. Alterman was elected assistant secretary.

Sargoy

(*Continued from page* 1)

violations but that he was employed solely to police the use of unlicensed 16mm. prints.

Following Sargoy's testimony, the government introduced 301 exhibits of documentary evidence.

Witnesses scheduled for tomorrow include Charles Weintraub, head of Quality TV Films, Los Angeles and Milford Fenster, film manager of station WOR-TV, New York.

Rivkin Named

(*Continued from page* 1)

post of executive talent head for Allied Artists Pictures.

Rivkin, who for the past two years has been assistant to vice-president Harold Mirisch, was formerly general manager of Wald-Krasna Productions.

Delegates of UN See 'Blood Alley'

Delegates from the United Nations, entertainment personalities and social leaders were among the first night audience of Warner Bros.' "Blood Alley," new CinemaScope and WarnerColor adventure drama taking place in the Formosa Straits.

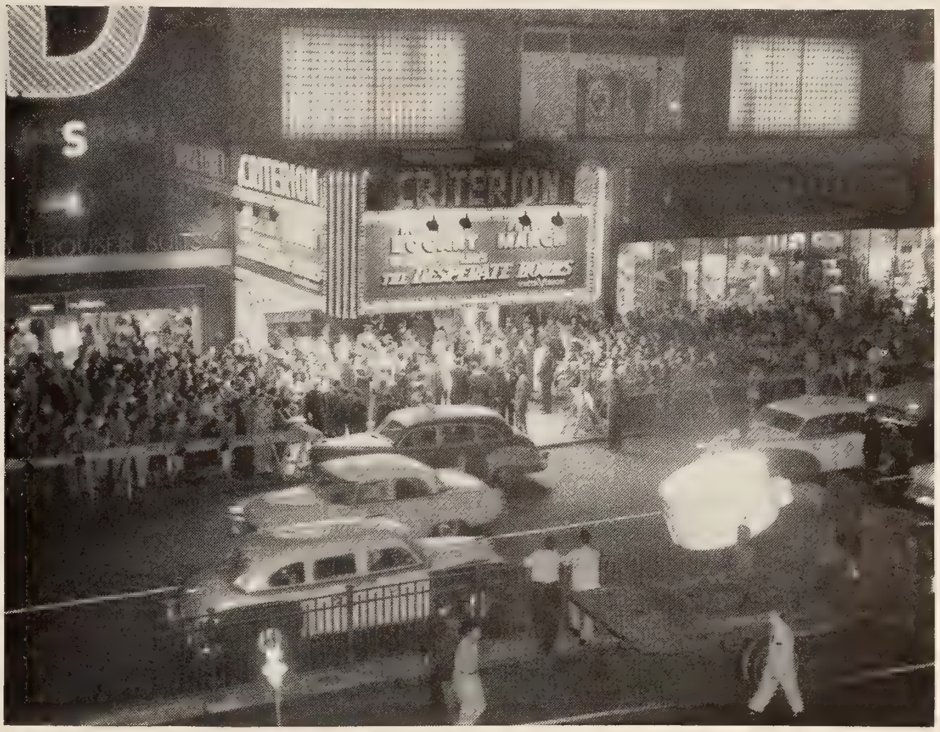
John Wayne and Lauren Bacall co-star in the Batjac Production for Warner Bros. which opened yesterday at the Paramount Theatre.

Krassner Joins Para.

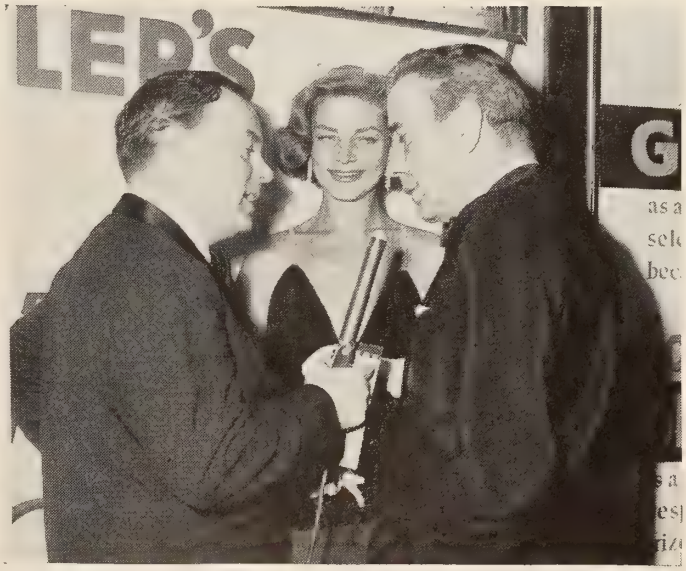
Ted Krassner has joined Paramount Pictures here as assistant to Martin Friedman, head of the playdate department. Krassner has held various positions in exhibition and distribution over the past 25 years.

Gala "Desperate Hours" Bow

TIMES SQUARE last night was treated to another sparkling motion picture world premiere, this one perhaps more brilliant than any of the others that went before. Vast throngs jamming the area outside the Criterion Theatre witnessed the arrival of celebrities who attended the first-night performance of William Wyler's "The Desperate Hours," starring Humphrey Bogart and Fredric March. Held back by police guard rails, the enthusiastic on-lookers on both sides of the street extended a roaring ovation to Bogart and Lauren Bacall, his wife, when they appeared on the scene. Personalities from many walks of life came to the black-tie invitational debut of the electrifying Paramount drama, first film to be released in black-and-white VistaVision. The scene in front of the theatre before the start of the picture is shown in the photograph at right.



Joseph Hayes, author of the best-seller, stage play and screenplay, "The Desperate Hours," arrives for the world premiere of the William Wyler production accompanied by Mrs. Hayes and their son, Gregory.



Humphrey Bogart, star of the picture, and his beautiful actress wife, Lauren Bacall, are interviewed on the air by WOR master-of-ceremonies Ray Heatherton.

Charles B. Moss (left), executive director of the B. S. Moss Circuit, of which the Criterion is the flagship house, greets arrivals George Weltner, head of world-wide sales for Paramount Pictures, and Mrs. Weltner.

Actor Charlton Heston signs autographs for a crowd of admirers as he arrives for the gala premiere of "The Desperate Hours." Heston has one of Hollywood's most important acting assignments in years: he plays Moses in Cecil B. DeMille's VistaVision epic, "The Ten Commandments," now in production in Hollywood. His actress wife, Lydia Clarke, is at the right.

(Advt.)

Hearings

(Continued from page 1)

have not been questioned directly on their stand on a reduction in the admission tax, but several things they have said have had bearing on it.

Dan Throop Smith, assistant to the Secretary, has in answer to numerous questions said the Treasury is "much concerned" over any excise changes that would cost the Treasury much revenue. He made this answer repeatedly at the hearing both yesterday and today.

Moreover, Rep. Herlong (D., Fla.) today asked Smith specifically for his attitude toward the request of many religious, educational and other groups for exemptions from the admission tax. "We are concerned with what seems to be the momentum of exemptions," Smith replied. He said one exemption was used as a precedent for the next, with a snow-balling effect and considerable revenue loss.

Sees Discrimination

Moreover, he noted, exemptions for non-profit groups creates a discrimination against groups operating entertainments for profit. "People who have entertainments that are taxed," he said, "express resentment that people have a sufficient range of tax-exempt entertainments, and thus don't go to the taxed entertainment. We look with very great concern on further extensions of the admission tax exemptions."

'Desperate Hours'

(Continued from page 1)

witness the arrival of celebrities attending the world premiere. The event was highlighted by radio, television, and newspaper coverage.

Paramount pictures was represented by company president Barney Balaban and Mrs. Balaban, board chairman Adolph Zukor and Mrs. Zukor and many other officers and executives.

Drive-in Convention Committee Named

Special to THE DAILY

COLUMBUS, Oct. 5.–The general committee for the 1956 national drive-in convention which will be held at the Hotel Cleveland, Cleveland on Feb. 21-23 was announced yesterday by chairman Horace Adams.

Committee members include Rube Shor, Cincinnati; Herbert Solomon, Findlay; Edward Rabb, Barberton; Nat Kaplan, Cincinnati, Nate Schultz, Cleveland; Marshall Fine, Cleveland, and Ed Ramsey, Plymouth.

Steiger Plugs 'Knife'

A program of personal appearances for United Artists' "The Big Knife" kicked off in New York this week when Rod Steiger, who co-stars in the Robert Aldrich production began an eight-day slate of radio-TV guest spots and interviews with editors and columnists of New York papers, national syndicates and magazines.

REVIEW:

The Trouble With Harry

Paramount—Technicolor

ALFRED HITCHOCK HAS PRODUCED a farce comedy in the English manner with New England settings. Here one finds the Vermont foliage and quaint characters whose zany ways combine the virtues of Hitchcock's murder mystery with a minimum of violence and a maximum of laughs, giggles and New Englandish chuckles. The producer has said that he never makes a farce comedy without pastoral effects and that the public would expect to find a body in the pumpkin coach if he ever produced "Cinderella." The trouble with Harry, referring to the title, is that Harry is dead but won't stay buried.

It's all placed on a pleasant Vermont hillside. Edmund Gwenn, a retired sea captain, is out in the woods, surreptitiously taking illicit potshots at invisible rabbits, when he suddenly encounters what he believes to be his victim, toes pointing up, in the pretty autumn leaves. Harry is dead, and it is the Captain's idea to bury him quickly and forget him. But a parade of friends, neighbors and fellow citizens, all bent on walking in that particular woods at this particular moment, interrupt his arduous physical labor and mental anguish–about what to do with Harry. He identifies the body by a letter in his pocket, which he quickly replaces beyond possible discovery. But the trouble with Harry has hardly begun.

Shirley MacLaine, young Hollywood discovery, in her first picture, is a widow with a small boy, and on her walk in the woods she recognizes Harry as her late husband's brother, who had also married her, briefly for appearance's sake and to take over. She's glad that Harry is dead, and says so, emphatically. Then, nearby, is Mildred Natwick, a spinster, who had encountered Harry a short time earlier and, she thinks, killed him in a struggle for her honor. There is also a tramp, and several others who could have reasons for wishing that Harry was dead. But the complications that set in result in poor Harry being buried and disinterred four times. Even the audience got tired of digging and shoveling.

John Forsythe is a young artist, without money but with paintings on display at Mrs. Wiggs' roadside store. He is romantically inclined toward Miss MacLaine, and this feeling increases as the complications pile up. He shovels a lot of dirt, helping the Captain to bury Harry over and over again. Calvin Dano, as Mr. Wiggs, is the deputy sheriff, and a further complication. Parker Fennelly is an eccentric millionaire who buys all of John Forsythe's screwy paintings for such remuneration, for instance, as two boxes of strawberries, in or out of season, every month in the year–and as a result of a whispered conversation with the young widow, a double bed, which Parker said could be arranged as part of the payment.

All of which gives you a general idea of the zany characters and dialogue, and the repetitious reburial of Harry, as each suspect thinks of new reasons for getting him underground and then digging him up again. The Vermont scenery is beautiful. All the production was in Vermont, even the interiors, which were built on the spot.

The film will be delightful entertainment to sophisticated audiences who appreciate the fine British sense of humor.

Running time, 99 minutes. General classification. Release date not set.

'Deep Blue Sea' Here Next Tuesday

The American premiere of Sir Alexander Korda's "The Deep Blue Sea"–the first British CinemaScope production–will be held on Tuesday evening at New York's Plaza Theatre under the sponsorship of the Overseas Press Club of America.

Introduction of the drama starring Vivien Leigh and Kenneth More will be an invitational event to which leading personalities from all phases of the entertainment world, diplomatic and United Nations officials, political, social and civic figures and the international press are invited.

AB-PT Financial Report Wins 'Oscar'

In the final ratings by an independent board of judges in the fifteenth annual survey of "Financial World," national weekly magazine, American Broadcasting - Paramount Theatres, Inc., was judged as having the best annual report of the motion picture industry for the third consecutive year. The bronze "Oscar of Industry" will be presented to Leonard H. Goldenson, president of the company, at the annual awards banquet in the grand ballroom of the Hotel Statler here on Monday evening, Oct. 24.

Columbia

(Continued from page 1)

084,000 from the total which was estimated for the 1954 period, the Columbia head said.

The earnings per share of common stock after preferred stock dividends, for both the current year and the prior year, are based on the 833,034 shares which were outstanding on June 25, Cohn said. On the basis of the 1,041,293 shares of common stock which are now outstanding, the earnings per share for the year ended on June 25 would be $4.51 and for the year ended June 26, 1954, would be $3.21, he said.

For the fiscal year ended on June 25, 1955, the company adopted a more conservative policy in the treatment of the cost of foreign prints and of advances to producers, resulting in a decrease of net profit after taxes of approximately $1,000,000, Cohn said.

Opposes Tax Relief

(Continued from page 1)

being proposed as a means of stimulating production of color and UHF sets, would amount to a "concealed subsidy."

"If it is desirable for the government to help production of these sets," he said, "it would be better to have a direct subsidy so that the cost would be known."

Delinquency Probe

(Continued from page 1)

they are pushed for time, since the subcommittee expires at the end of January, and that they will be unable to hold further hearings. A report on the earlier hearings will probably be out next month. Sen. Estes Kefauver (D., Tenn.) is the subcommittee chairman.

Fox Setting Tie-up On 'Flannel Suit'

Twentieth Century-Fox is launching a comprehensive fashion tie-up and promotional campaign for its forthcoming CinemaScope production of "The Man in the Gray Flannel Suit" two months in advance of the start of production and seven months ahead of the film's release, it was announced here yesterday.

The national campaign will build during the coming period and reach its climax next March.

The film company also revealed that the promotional-merchandising organization of Bert Bacharach has been engaged to act as liaison between 20th Century-Fox and the manufacturers of a host of men's clothing and accessory items expected to participate in the promotion of the picture.

ASCAP to Meet Oct. 25

The American Society of Composers, Authors and Publishers will have its next general meeting here on Tuesday, Oct. 25, at the Empire Room of the Waldorf-Astoria, at 3 P.M., it was disclosed yesterday by Stanley Adams, ASCAP president.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 69 NEW YORK, U.S.A., FRIDAY, OCTOBER 7, 1955 TEN CENTS

SW's Rosen

Asks for Big Films to Beat Fall TV Bow

Says Season Requires 'Superlative Product'

A warning that the fall releasing schedule of major companies does not allow the industry "to put its best foot forward" at a time when home television is presenting "bang-up" shows for the on-coming season was sounded here by Sam Rosen, executive vice-president of Stanley Warner.

Sam Rosen

Asked about the product situation, Rosen stated that there is a "famine" right now. "We feel," he went on, "that distribution should be releasing superlative product at this time," pointing to the competitive

(*Continued on page* 4)

Col. Holding First Far East Meeting; Kastner to Preside

Lacy W. Kastner, Columbia Pictures International president who is now visiting the Orient for the first time, will preside at the company's first full-scale Far Eastern convention, to be held in Manila beginning on Oct. 29. Delegates from 10 territories will attend.

Lacy Kastner

On his way, Kastner spent a week at Columbia's Hollywood studios, and results of his conferences there with Harry

(*Continued on page* 5)

Story Shortage Is Serious, Producers Tell Exhibitors

Wolfson Asks All to Oppose Gov't Control

From THE DAILY Bureau

LOS ANGELES, Oct. 6.—A bitter attack on any move to solicit government intervention in film rentals or otherwise supervising direct or indirect control of exhibition was levelled here today by Mitchell Wolfson in his keynote address at the opening session of the annual convention of the Theatre Owners of America in the Biltmore Hotel. In effect, the president of Florida's Wometco circuit echoed the unofficial theme of last year's

Mitchell Wolfson

(*Continued on page* 5)

TOA Meet Hears Schary, Broidy, Yates Outline Problems Facing Production; Casting Difficulties Also Emphasized

By WILLIAM R. WEAVER

LOS ANGELES, Oct. 6.—Exhibitors came to meet production heads, listened, compared problems, and appeared convinced that the production branch of the industry is in capable hands, at an afternoon production seminar in the Biltmore Theatre presided over by Mitchell Wolfson.

Y. Frank Freeman

Following a question-and-answer period which concluded the seminar, delegates visited the trade show in the ballroom of the Biltmore, held throughout the convention.

The producer panel on the dais at the seminar comprised Y. Frank Freeman, Dore Schary, Steve Broidy, Herbert J. Yates, Screen Producers Guild president Samuel G. Engel, SAG representative Gene Kelly, and Screen Writers Guild vice-president James W. Ballah.

Freeman, taking over from Wolfson

(*Continued on page* 18)

MPEA Again Urges Alien Tax Exemption

From THE DAILY Bureau

WASHINGTON, Oct. 6. — The Motion Picture Export Association again urged Congress to exempt rentals earned by foreign films in the United States from the 30 per cent withholding tax on income earned by non-resident aliens or non-resident foreign corporations.

MPEA's request was put in the

(*Continued on page* 18)

Openings at Rate of One a Week

Todd-AO, Magna Press Plans for Busy Future

By MURRAY HOROWITZ

With the public debut of the new Todd-AO process set for next Thursday, plans were revealed here for the sustenance and growth of the medium, and its first vehicle "Oklahoma!" following the Broadway world premiere at the Rivoli Theatre.

The next openings will be at the Egyptian Theatre in Hollywood about Nov. 1, to be followed in about three weeks by the United Artists Theatre in Los Angeles.

Todd-AO installations are planned for Chicago, Detroit and St. Louis during the month of December, and other key city installations immediately thereafter at a rate of one a week. Foreign installations are planned soon after the first of the year, although no cities have been designated yet. First-year world-wide installations are expected to run between 50 and 75.

Meanwhile, the Michael Todd Co.,

(*Continued on page* 10)

TODD-AO

"OKLAHOMA!"

SECTION

Pages 9 to 16

16mm. Trial Indicates Films TV 'Life Blood'

By SAMUEL D. BERNS

LOS ANGELES, Oct. 6.—Testifying at the ninth day of 16mm. trial, Milford Fenster, WOR-TV film manager, and former New York attorney, exemplified the extent to which theatrical films are considered the life blood of television, pointing out that 64 of the 118 hours of his station's weekly air time is devoted to feature film shows. WOR-TV, owned by General Teleradio with other outlets in Boston, Florida, and Los Angeles, now owns RKO Radio Pictures, a defendant.

Fenster called attention to the

(*Continued on page* 18)

PERSONAL MENTION

Samuel Goldwyn and **Mrs. Goldwyn** will arrive in New York tomorrow from the Coast.

•

Kenneth Aneser, production head of the Warner Brothers home office advertising department, is the father of a son born yesterday to **Mrs. Aneser** at Mercy Hospital, Rockville Center, L. I.

•

Dave Golding, Samuel Goldwyn advertising-publicity manager, and **Arthur Canton**, M-G-M Eastern division field press representative, are in Boston from New York.

•

Max E. Youngstein, United Artists vice-president, will return to New York by plane over the weekend from Europe.

•

Joseph H. Moskowitz, vice-president of 20th Century-Fox, will return here over the weekend from Paris.

•

Rube Jackter, Columbia Pictures assistant general sales manager, will leave here over the weekend for a trip to key cities of the Southwest.

•

H. M. Bessey, Altec Service Corp. executive vice-president, has left New York for Atlanta and other cities of the South.

•

J. H. Thompson, president of the Martin and Thompson circuit in Georgia, was in Atlanta from Hawkinsville.

•

Mrs. Polly Puckett and **Hilda Knight**, of Allied Artists Southern Exchanges, Atlanta, have returned there from New Orleans.

•

William F. Rodgers, Allied Artists advisor and consultant, has arrived in Hollywood from New York.

•

David E. Rose, producer, will leave here today for London via B.O.A.C. Monarch.

•

Jerry Gold, Florida exhibitor, has has left Pahokee for California.

•

Patty McCormack has arrived in New York by plane from the Coast.

Korda Due Here

Sir Alexander Korda is expected to fly here from London next week for the American premiere of his "The Deep Blue Sea," first British-made CinemaScope picture. The 20th Century-Fox release will make its invitational bow at the Plaza Theatre on Tuesday night under auspices of the Overseas Press Club.

At Convention

Du Mont's Electronicam Explained to SMPTE

Special to THE DAILY

LAKE PLACID, N. Y., Oct. 6.—The new 16mm. and 35mm. DuMont ture while telecasting a live TV production was described for the first time ture while telecasting a live TV production were described for the first time at a technical session today by Dr. Thomas T. Goldsmith, Jr., of the Allen B. DuMont Laboratories. Addressing delegates to the 78th convention of the Society of Motion Picture of Television Engineers, Doctor Goldsmith, in a paper prepared in conjunction with James L. Caddigan, inventor of the system, noted that this alliance of motion picture and television techniques has provided the TV studio production team with a creative tool heretofore denied them.

Several Cameras Used

Doctor Goldsmith explained that the Electronicam system employs several cameras, each equipped with a broadcast quality image-orthicon television camera unit mounted side-by-side on the same base with a specially designed and adapted Mitchell motion picture camera. They share a common lens system through which passes the correctly proportioned amount of light from the scene. The light is split into two parts, one going to the film and one to the image-orthicon pickup tube of the TV camera. This results in the recording of a high quality film in black-and-white or color, simultaneously with the broadcasting of a standard quality live monochrome television signal, he said.

Says Whole Crew Now Can See

This innovation makes possible instantaneous monitoring of the filmed scenes by the entire production crew, Doctor Goldsmith said, adding "formerly, the talent and memory of the camera operator was the single factor responsible for the final interpretation of the creative effort of the production team. He was the only member of the team who was able to see how the film looked as it was being taken. The Electronicam system now permits the entire team to see as it shoots and to evaluate their efforts before the printing decision is finalized. It even makes possible complete visual rehearsals without shooting a foot of film, as entire scenes or sequences can be 'dry run'," Doctor Goldsmith said.

Record Album Brings 2nd Academy Suit

The Academy of Motion Picture Arts and Sciences has filed another suit against a record company foı allegedly using the Academy name in the marketing of a record album. The new action was filed against Oceanic Records which, according to the complaint, issued an album titled "Academy Oscar Award Hits, 1939 to 1953." Damages amounting to $500,000 were asked.

Last week the Academy docketed a similar suit against Mercury Records.

Settle Favorite Suit With Pickford-Lasky

An out-of-court settlement has been arranged in a suit that has been pending for a number of years between Pickford-Lasky Corp. and Favorite Films Corp. The suit involved the rights to television distribution under a broad distribution grant.

Favorite's rights to the two pictures involved, "Gay Desperado" and "One Rainy Afternoon" expired during litigation and Favorite has turned all rights back to Pickford-Lasky.

82% of Booth Space Set for Allied Show

Eighty-two per cent of the available booth space at the Allied-TESMA-TEDA-IPA combined convention and trade shows has been reserved or committed to motion picture theatre equipment dealers and manufacturers.

Completely new models and modifications and improvements of theatre equipment will be displayed by firms which have contracted for booth space.

Among the companies exhibiting wares are Sansha Electric Manufacturing Co., Radio Corp. of America, LaVezzi Machine Works, Bausch & Lomb Optical Co., National Theatre Supply, International Projector Corp., Hertner Electric Co., Walter America Corp., Selby-Drive-in Screen, and Surface Coating Engineers.

Dean Services Today

FAIRMONT, Ind., Oct. 6.—Funeral services for actor James Dean, who died in an automobile accident last weekend, will be held tomorrow at the Friends Church here with interment to follow in Grant Memorial Park, Marion, Ind. Dean is survived by his father, Winton Dean.

Editors Asked to Place Film Ads for The Women Readers

Newspaper editors are asked to place motion picture advertisements and news on pages where they may be easily read by women readers, in the 54th of the series of Council of Motion Picture Organizations' ads in "Editor & Publisher," which will appear tomorrow.

Under the caption, "Every Day is Ladies' Day at the Movies!" the ad says:

"The ladies — bless 'em — call the plays in the retail market. It's their decisions that determine the purchase of a new car—or tickets to the movies.

"Most advertising is beamed to the distaff side. And how the gals love to read the advertisements. Through intuition, they can sort out the boy-sized values from the man-sized claims.

'Must Be Read'

"To produce, advertising must be read; to be read, it must be seen. Occasionally, motion picture and other amusement advertisements and news are buried behind sports, stock tables and business news — the departments of a newspaper least likely to attract feminine readership (an average of 12% of the women read the sports page of one of the world's greatest newspapers).

"Your local theatre advertises 365 days each year (366 next year!). Their messages contain news women readers are anxious to learn. Please don't make it difficult for them to find out the facts about the entertainment field by planting this information 'way out in left field.

"We thank you—and so will the ladies!"

Zinneman Meets Press

Fred Zinneman, director of the Todd-AO "Oklahoma!", met the trade press here yesterday at a luncheon at 21 Club, hosted by Lynn Farnol, representing Rodgers and Hammerstein, and Magna Theatre Corp.

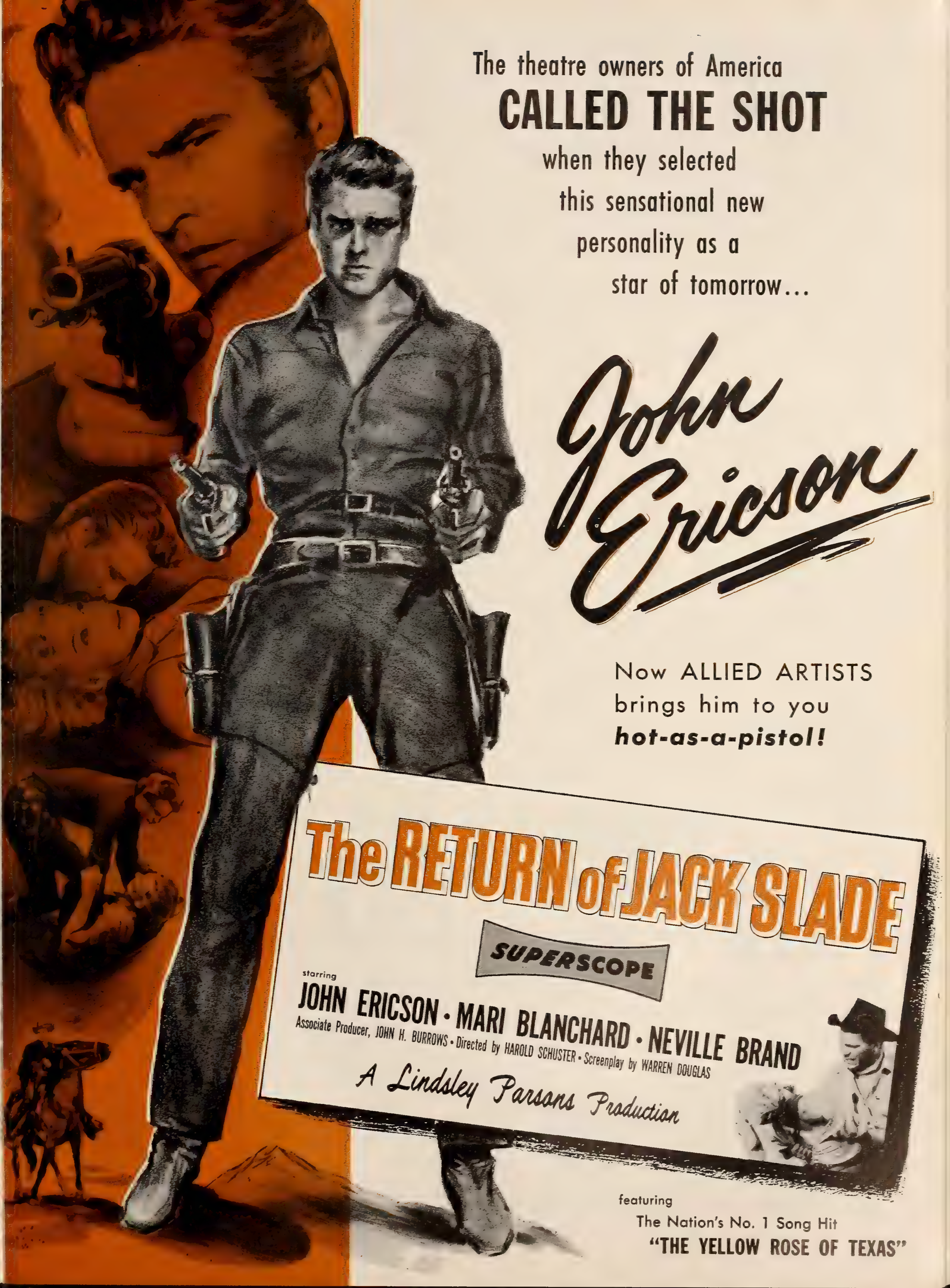
'Dolls' on Sullivan Show

Ed Sullivan will present a filmed preview of Samuel Goldwyn's "Guys and Dolls" on his CBS-TV show Sunday night.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"It's Always Fair Weather"
in CinemaScope and Color starring
Gene KELLY • Dan DAILEY
Cyd CHARISSE • Dolores GRAY
Michael KIDD
AN M-G-M PICTURE
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.



The theatre owners of America

CALLED THE SHOT

when they selected
this sensational new
personality as a
star of tomorrow...

John Ericson

Now ALLIED ARTISTS
brings him to you
hot-as-a-pistol!

The RETURN of JACK SLADE

SUPERSCOPE

starring

JOHN ERICSON · MARI BLANCHARD · NEVILLE BRAND

Associate Producer, JOHN H. BURROWS · Directed by HAROLD SCHUSTER · Screenplay by WARREN DOUGLAS

A Lindsley Parsons Production

featuring
The Nation's No. 1 Song Hit
"THE YELLOW ROSE OF TEXAS"

PEOPLE

Sumner J. Lyon has joined Lennen and Newell as assistant director of television commerical production Lyon is a veteran of more than 20 years in motion picture production. He most recently was a film producer at the Princeton Film Center.

□

Paul Bradley has been elected a vice-president of the Screen Extras Guild, filling a vacancy created by the recent death of **George Barton.** Bradley will remain in this capacity until the Guild's annual election in May.

□

Jason Lane has been named manager of research for the NBC Division. Lane, formerly assistant sales manager for the Schwerin Research Corp., has been with NBC since 1953.

□

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, has been elected chairman of the board of the new Research and Educational Foundation established by United Cerebral Palsy and a group of industrialists. Goldenson is past president and one of the original founders of United Cerebral Palsy, and now serves as chairman of the board of the national organization.

□

Kenneth F. Petersen has been promoted to the position of manager of the television transmitter sales department of Allen B. Du Mont Laboratories, Inc.

REVIEW:

Lady Godiva

Universal-Technicolor

HOLLYWOOD, Oct. 6

AT HAND HERE for exploitation, in addition to a title that his its own conspicuous challenge, are the longstanding box-offices names—Maureen O'Hara and Victor McLaglen—and the newcomer among leading men, George Nadler, whose personal public is understood to be growing rapidly.

With these and the always magnetic word – Technicolor – available for marquee and advertising display, any showman in today's motion pictures business ought to be able to open this picture big in nearly any territory.

It should be stated at once, in a report of this kind, that the legendary horseback ride of the lady of the title through the streets of Coventry is handled with such discriminate skill by director Arthur Lubin that no violence is done to exhibitor or audience standards.

The period of the legend is early 11th Century and Nader, a Saxon nobleman resisting a throne-favored marriage, meets and weds Miss O'Hara, a commoner, thereby upsetting the plans of another throne-favored nobleman, played by Leslie Bradley, to promote a Norman conquest of Saxon England. (McLaglen is the leader of a slightly lawless trio who accompany and support Nader in sundry escapades and adventures, supplying the humorous background of the melodramatic action that principally occupies attention as the film rolls along). It is a time of conflict between Normans and Saxons, with King Edward undertaking, with meagre success, to unite them in bonds of friendship and peaceful common interest. Ultimately a situation is created in which it devolves upon Lady Godiva to perform her famous ride as a means of proving that Saxons can keep their word, which all but one of them, Peeping Tom, do. (The script veers slightly away from the tax-escape version of the lenged.)

There is a wealth of fistic and similar action, eforeand following the ride.

Others in the cast are Rex Reason, Torin Thatcher, Eduard Franz, Henry Brandon and Arthur Shields, to name a few of many.

The screenplay by Oscar Brodney and Harry Ruskin is from a story by the former. Production is by Robert Arthur.

Running time, 89 minutes. General audience classification. Release date not set.

WILLIAM R. WEAVER

Rosen Urges

(Continued from page 1)

TV situation, in addition to other competitive factors that exhibition must face in the fall.

Distributors, Rosen contended, in their releasing schedule choose the "peak market" for themselves "despite the woes of exhibition." By way of example, Rosen said that he had no doubt that if "Mister Roberts" had been released now instead of in the summer, it still would do thriving business regardless of the "$64,000 Question" or whatever else is offered on TV.

Sees American Gregarious

The SW executive couched his criticism by expressing his optimism about the motion picture business as a whole. His optimism, he explained, is based on what he believes to be "the gregariousness of the American public and their response to good, fine, superlative entertainment. They love to go out," he added with emphasis.

In referring to the fall releasing schedule, Rosen said he meant releases on the whole for the months of September, October and early November.

Queried in regard to current business, Rosen said it has not been up to his expectations, adding that the SW organization is doing everything possible to bring patrons in the theatre. But, he added, business expresses itself as "the result of the dearth of needed product."

Welcomes All Good New Media

The executive of SW, which owns the exclusive rights to Cinerama, was asked to comment on what he thought of "Oklahoma!" and the new Todd-AO system. "I welcome anything that calls to attention the motion picture in its best form," Rosen responded.

Asked to comment on J. Arthur Rank's charges that British pictures do not get their proper playing time in the American market due to the attitude of U.S. exhibitors, Rosen maintained that American exhibitors would welcome British films if they were tailored to the "mass market."

Cites Need for British Films

"I need pictures like a baby needs his mother," Rosen remarked, rejecting the charges of British producers. British pictures, Rosen went on, should be tailored in the same fashion as Hollywood tailors its productions to the world mass market. "I'm a merchant," he explained, "and as a merchant I feel that the proper merchandise will find its market."

Returning to the topic of Cinerama, Rosen said that "Seven Wonders of the World," the third Cinerama production is nearing completion. Talks are going on, he said, regarding future Cinerama productions but no deal is at the stage for announcement. Asked when SW plans to open "Seven Wonders of the World," Rosen replied by asking "How can we set a date when 'Cinerama Holiday' is doing so well?"

FLY TWA
NON-STOP
COAST TO COAST
$80
EACH WAY
ON ROUND TRIPS
BETWEEN NEW YORK AND LOS ANGELES OR SAN FRANCISCO

Fast, frequent service between Los Angeles or San Francisco and . . .
WASHINGTON, D.C.
BALTIMORE
PHILADELPHIA
$80
EACH WAY
ON ROUND TRIPS

Between West Coast and
BOSTON . . . $89.40 each way on round trips

FLY NOW—PAY LATER, 10% down, 20 months to pay. Fares apply on Mondays through Thursdays, tickets are good for a full 30 days. See your TWA travel agent or call TWA, Trans World Airlines.
All fares Sky Tourist, plus tax.

Wolfson

(*Continued from page* 1)

convention which was "Don't Call the Cops."

In addition to aiming his guns at Congressional control, Wolfson, who is a member of the TOA board, also discussed soaring costs, arbitration, tax relief and talent replenishment in his curtain-raiser.

Charges 'Wrong Road'

Comparing exhibitors who favor government supervision to travelers taking the wrong road, Wolfson contended that "this handkerchief-tearing appeal for relief through law can be, and I am convinced would be, the most damaging development we have ever faced." He argued that complete relief through law, instead of private business negotiations, "would mean that ability to serve, and showmanship, would count for nothing and evidence of faith and character would be meaningless."

Continuing on that subject, Wolfson said:

"Let Congress set your terms and Congress soon will set your prices. Let Congress count your days of clearance, book your pictures, and Congress will be counting your receipts. And Congress soon will have a heavy hand in making those picures. Surely the era of serfs and heir masters is not so far back that we cannot remember that 'protection' by law means complete slavery to it.

Not 'Inmates,' He Says

"You have heard it before, but it nevertheless is true, that the only people with the ultimate of protecion in our society are the inmates of our penitentiaries."

Wolfson told the delegates that exhibitors could settle their own differences, pointing out that solution would not be swift nor simple, but hat whatever the chosen method might be, "we are in a seller's market."

"This is not a situation unique in he history of the world," Wolfson said. "From time to time, many markets are so affected. Would you beieve that the producers are faced with just such a problem? I do not mean that theirs is as serious as ours, but nevertheless it is true."

Wolfson explained the problem which producers face in casting picures, due to the cost and conditions mposed by players.

Would Aid Producers

"We exhibitors are in a position to offer to help them in building new box-office stars, taking new faces and making them familiar faces with solid box-office power, but whose asking price does not draw so heavily from production expenses," he continued. Don't underestimate the value of promoting new faces. They are the raw material of our industry."

Turning to the recently completed raft of an industry arbitration plan, Wolfson said that that project would e a "major step toward relief." He ointed out that part of the system is the process of conciliation before litigation, whereby exhibitors, large and small, will be able to have their grievances heard, including the charges of "excess film rental." The smallest exhibitors, he said, already are receiving negotiated relief and that the principle of arbitration has been accepted by all parties. Continued work "by all will give us a working instrument," he added.

Urges Fight on Tax

Wolfson exhorted TOA members to press for repeal of the 10 per cent admission tax, declaring that "if you allow the principle of this tax to remain in force, then the slightest whim would expand its noxiousness to every theatre in the country."

"The time has come in the industry when the same problem confronts all exhibitors," Wolfson concluded. "The difference is one of degree only. We are all independents. It is to our interest to fight off adverse legislation and to make production and distribution ever conscious of our rights and our needs. If the problems are soluble, then the solutions can be reached only through a strong, united and fearless front. TOA offers that strength, that unity and that courage."

Ruling on Local Operation

Evergreen Labor Case Not Under NLRB Jurisdiction

By J. A. OTTEN

WASHINGTON, Oct. 6.—In an important labor action, a National Labor Relations Board trial examiner has dismissed a labor case involving the Hollywood Theatre, in Portland, Ore.

He held that the theatre's labor policies were set by Evergreen State Amusement Corp. rather than by National Theatres, Evergreen's parents. This means, he said, that the case does not involve a chain with gross sales of more than $10,000,000 a year, and so does not come within the board's jurisdiction. He said that if National had set the policy, as contended by the NLRB general counsel, the board's jurisdiction would have been asserted.

Florida Decision Cited

The examiner, William E. Spencer, cited as support for his ruling a little-noted NLRB decision in a case last fall involving Florida State Theatres, Inc. In that case, the board refused jurisdiction over a group of Florida theatres, even though the theatres were owned by corporations which, in turn, were wholly-owned subsidiaries of American Broadcasting-Paramount Theatres, which, of course, does far more than $10,000,000 business a year. The board then held that the theatres were managed locally and there was no "operational integration" between the operations of local theatres and the operation of the parent corporation.

The Florida and Oregon cases are important because the board is still working out exactly how it will apply new standards for taking jurisdiction in the retail and service fields. The board some time ago said it would not take jurisdiction over a multistate chain of retail and service stores unless the entire chain grosses over $10,000,000. Theatres are apparently to be considered as falling in this category.

IA Involved in Oregon

In the Oregon case, an individual filed unfair labor practice charges against Local 159 of the International Alliance of Theatre Stage Employes, in connection with employment at the Hollywood theatre. The general counsel argued that the board should take jurisdiction, because National Theatres had more than $10,000,000 a year business.

Proceeding Dismissed

The trial examiner said the Hollywood Theatre was operated as an integral part of a chain of theatres operated by Evergreen and its subsidiaries, and that personnel and labor policies were set locally. He said there was no evidence showing that theatres in the Evergreen chain had been integrated for operational purposes with any other chains owned by National. Since the theatres in the Evergreen chain do not gross $10,000,000 a year, the examiner dismissed the proceeding.

Writers Guild Meets Today on TV Issues

Special to THE DAILY

HOLLYWOOD, Oct. 6.—The Writers Guild of America (West) will hold a special meeting tomorrow evening at the Beverly Hills Hotel to seek authority from all members of its television branch for any necessary action in the negotiations with the networks on a new TV film contract.

A meeting of the Guild's Eastern TV branch members will be held in New York tomorrow on the same issue.

The TV writers will also be asked to approve the demands to be made to the major studios for a new film television contract to replace the present one which expires in November.

Bert Orde Promoted

Bert Orde has been appointed director of sales development for "Redbook" Magazine, Charles S. Thorn, advertising director, announced. In addition to his sales responsibilities in New York and the West Coast, Orde will help develop sales plans, staff selling activities, and act as consultant on Redbook's promotion activities.

Columbia

(*Continued from page* 1)

Cohn, Columbia president, will be imparted to the delegates in Manila.

Joining him at the meeting in the Philippines will be Bernard E. Zeeman, Columbia International treasurer, and Lawrence H. Lipskin, assistant to Kastner in charge of public relations. Michael Bergher, vice-president and Far East supervisor, will conduct the Manila sessions. Subsequently, the New York executives, together with Bergher, will proceed to Toyko, to attend there a convention of the Japanese organization.

Cites Expansion

In announcing the Manila meeting, Mr. Kastner declared that it was a "natural result" of Columbia's ever-expanding business.

"The decision to hold our first Far Eastern international convention involving all our branches in that part of the world, is a natural result of the fact that every year our Far East business has shown steady, substantial progress," Kastner said.

"This is my first visit to the Far East, and the convention will thus give me a fine opportunity to discuss our forthcoming pictures and plans for their release, with the men on the scene, the men who will do the releasing.

"Of course there are many complex aspects to international distribution today, and all of them will be gone into thoroughly."

Sixty-City Preview For 'Miss Dove'

Twentieth Century-Fox's CinemaScope production of "Good Morning, Miss Dove" will be previewed in more than 60 cities across the nation for over 100,000 opinion makers and community leaders between Nov. 14-18.

The five-day "sampling" program was said to be an expansion of the national promotional campaign instituted by 20th-Fox for "A Man Called Peter" which resulted in that film grossing in excess of a reported $4,000,000 in the domestic market.

Showing of the Thanksgiving holiday attraction will be held in the morning at leading theatres in each of the 60-cities through the cooperation of the Federation of Motion Picture Councils and Better Films Committees.

Members of Boards of Educations, school superintendents, principals, faculty leaders, parent-teacher groups, members of the Federation of Women's Clubs, ministers and community opinion makers will attend the special screenings.

NT Dividend Set

LOS ANGELES, Oct. 6. — The board of directors of National Theatres, Inc. today declared a quarterly dividend of 12½ cents per share on the outstanding common stock of the corporation. The dividend is payable Nov. 3, 1955 to stockholders of record on Oct. 20, 1955.

Highlights of TOA Annual Reports

Adverse Bills Defeated in Many States

LOS ANGELES, Oct. 6.—Standing committees of Theatre Owners of America completed their annual reports today for presentation to tomorrow's session of the annual convention at the Hotel Biltmore here. Following are excerpts from the major reports.

NATIONAL LEGISLATION

A. Julian Brylawski, Chairman

The new Minimum Wage Act which was introduced at the request of the President of the United States was the only matter which required TOA attention in the field of national legislation during this past year.

Julian Brylawski

The inclusion of motion pictures and circuits in this legislation was entirely new, as this legislation was originally designed only for interstate commerce.

The committee chairman appeared in opposition to this legislation before the Senate Committee on Labor Relations. The new Minimum Wage act passed the Senate and raised the minimum wage to $1.00, in which the House concurred. The bill, however, does not include employees of motion picture theatres.

In state legislation on minimum wages, the committee was successful in defeating a bill before the Maryland Legislature which would set up a minimum wage for all industry in the state. The committee also was successful in preventing the imposition of a gross receipts tax for theatres in Maryland, but was not successful in defeating an amendment to the sales tax of Maryland under which film rentals were included.

STATE & LOCAL LEGISLATION

LaMar Sarra & Robert E. Bryant
Co-chairmen

The close margin of victory in the legislative chambers of several states on proposed censorship laws should serve as a reminder that the industry still has a selling job ahead with a segment of the public and also with some of our various state officials on this issue, this committee counselled in its annual report.

Several states, including Ohio, made legislative attempts to alter by statute the results of censorship decisions by the Supreme Court of the United States, decisions which were favorable to the motion picture industry.

Following relief in 1954 from a portion of the Federal admission tax, some cities granted prompt tax reductions; however, when the New York City five per cent on admission charges became effective on July 1, 1954, our repeal effort was noticeably slowed and a dangerous precedent was again established. Because of the New York impost, the constant threat of additional levies by municipalities and states remain, the report said.

The committee recommended that exhibition exert maximum effort and pressure now, not merely to resist imposition of such discriminatory taxes, but to carry on a continuous and relentless drive designed to remove by repeal such taxes.

The exhibitor who solidly "weds" himself to his community and to its responsible civic leaders, has little to fear from the city or town taxing authorities and, further, where a strong statewide exhibitor organization made up of such exhibitors exists and remains active, then such exhibitors have even less to fear from the legislative assembly of their respective states, the committee declared.

PUBLIC RELATIONS

John W. Keiler II & Emil Bernstecker
Co-chairmen

Theatre public relations is actually community public relations, and to improve the theatre's public relations we must improve relationships with the community in which our theatres are located by making the theatre a focal point of all worthwhile causes, this committee said.

Theatre operations should be of such character and nature as to create as little cause for justified criticism from a fair-minded segment of our fellow citizens as possible, it held.

Avoid the showing of entertainment which those of us in the industry know as "the fast buck" kind and see that advertising is not too lurid, constantly and everlastingly and always shrieking to high heaven that every attraction offered is super-colossal, etc.

On Reducing Rates

Insurance Committee Maps 6-Point Plan for Future

The Theatre Owners of America insurance committee has mapped out a six-point program for the future in the hope of reducing public liability insurance and workmen's compensation rates for theatres over a period of years, co-chairmen Arthur H. Lockwood, Gene Lutes and Ernest G. Stellings, state in their annual report.

Arthur Lockwood

The program is:

Try to obtain a reduction in the minimum premiums for property damage in the drive-in theatres from $50 to $25;

Establish a working arrangement with the National Bureau on Compensation Insurance to review the experiences of theatres and try to obtain rate concessions;

Urges Liability Revision

Attempt to obtain a different basis for rating the public liability hazards in the drive-in theatres from the National Bureau of Casualty Underwriters;

Undertake a campaign with exhibitors to improve the safety of their theatres by working with the insurance company safety people and by mailing literature and other data to the theatres;

Attempt to convince the American insurers of the desirability of writing theatre business and of offering their services for safety work and other matters;

Attempt to broaden the scope of the present public liability policy by adding such features as false arrest coverage and occurrence coverage.

Drive-in Problem Cited

The drive-in theatre has been difficult for the American insurance companies to handle as the picture has been confused due to the rapidity in which innovations were introduced into the outdoor houses, the committee said. "Such items as playgrounds, concessions, merry-go-rounds, mechanical equipment, pony rides, nurseries, etc., increased hazards in the drive-ins and the insurers had difficulty keeping up with the rating formulae," it was reported to the TOA convention.

The present rating for outdoor houses is based on admissions of box office, receipts of concession stand, mechanical equipment and pony rides. "It would be far better if a single rate for the drive-in theatres based on either receipts, admissions or car stalls with perhaps an extra flat charge for any mechanical equipment in the playground could be worked out with the National Bureau of Casualty Underwriters," the co-chairmen said.

500 Theatres, 2 Local Units Added by TOA

THEATRE EQUIPMENT & ACCESSORIES

Joseph J. Zaro, Lucian E. Pope,
Edwin Gage, Co-chairmen

Exhibitors would be saved a great deal of expense if motion picture producers would get together and determine the value of each of their processes and combine them into one standardized dimension, this committee reported.

Joseph Zaro

Confusion exists among exhibitors on one item which is probably the most important and costly of all and that is the standardization of frame sizes. Many producers are marking pictures in different sizes as well as using different thicknesses of film stock, the committee said.

It is apparent that the 55mm. and 65mm. processes of 20th Century-Fox and Loew's have an ulterior motive which is to control the releases and also clearances, the report charged. The producers will equip only certain theatres with the mechanism to run these sizes and thereby control the release at their whim, probably on a road show basis, and the films will then not be released for general exhibition until the territory has been milked dry, it was contended.

A money-saving device for exhibitors is the development of having both optical and magnetic sound tracks on the same print.

ORGANIZATION & MEMBERSHIP

George G. Kerasotes, Walter L. Morris,
Art Adamson, Co-chairmen

Continued research, study and contact with exhibitors in all parts of the United States has laid the foundation for a steady growth of Theatre Owners of America which acquired over 500 new members during the 1954-55 fiscal year, this committee reported.

Two new units have affiliated with TOA during the past year—the Quebec Theatre Owners Association, the first affiliate outside the United States, and the Intermountain Theatre Owners Association composed of exhibitors in Idaho, Utah, Nevada and Wyoming.

During the year, Walter Reade, Jr., R. J. (Bob) O'Donnell and general counsel Herman M. Levy have expanded upon the contacts already made by Alfred Starr in the exhibition field in England and Europe.

You're in the GOLD with TODD-AO!

RODGERS & HAMMERSTEIN'S

OKLAHOMA!

THE NEW MOTION PICTURE PROCESS

When the magic that is "Oklahoma!" meets the miracle that is Todd-AO... something wonderful happens! Suddenly you're there... in the land that is grand, in the surrey, on the prairie! You live it, you're a part of it... you're *in* "Oklahoma!"

Because this is a completely new and unique presentation, without precedent in modern entertainment, all seats for "Oklahoma!" will be reserved as in the legitimate theatre.

PRODUCED IN

TODD-AO

NEW sight! NEW sound! NEW screen!

starring

GORDON MACRAE · GLORIA GRAHAME · GENE NELSON · CHARLOTTE GREENWOOD · EDDIE ALBERT · JAMES WHITMORE · ROD STEIGER · SHIRLEY JONES

Directed by **FRED ZINNEMANN** Produced by **ARTHUR HORNBLOW, Jr.** Dances Staged by **AGNES DE MILLE** Screen Play by **SONYA LEVIEN** and **WILLIAM LUDWIG**

IN EASTMAN COLOR
Sound by TODD-AO

PUBLIC WORLD PREMIERE
RIVOLI *Theatre*
NEW YORK CITY—OCT. 13th

TWICE DAILY
THREE SHOWS
SAT., SUN. and HOLS.

PUBLIC HOLLYWOOD PREMIERE
EGYPTIAN
UNITED ARTISTS
NOVEMBER

DISTRIBUTED BY **MAGNA** THEATRE CORPORATION, 233 WEST 49th STREET, NEW YORK 19, N. Y.
JOSEPH M. SCHENCK, Chairman · GEORGE P. SKOURAS, President

You're in the show with TODD-AO!

You're in the DOUGH with TODD-AO!

THE NEW MOTION PICTURE ERA!

TODD-AO

NEW sight! NEW sound! NEW screen!

Like Rodgers & Hammerstein's "OKLAHOMA!", all great motion pictures of the future will bear the distinctive imprint—PRODUCED IN TODD-AO . . . This is the new motion picture era . . . it's TODD-AO! . . . Truly revolutionary . . . Ecstatic in its realism . . . supreme in its audience emotional involvement and participation . . . TODD-AO is supersonic in its possibilities . . . you live the action . . . you're part of it . . . TODD-AO is the entertainment miracle born of inspired boldness and determination through the happy marriage of science and the motion picture art.

UNITED ARTISTS THEATRE CIRCUIT INC.

You're in the show with TODD-AO!

'Oklahoma!' — Introduction to The New Todd-AO Process

By SAMUEL D. BERNS

THE eyes of show business are focused on the world premiere of Richard Rodgers' and Oscar Hammerstein's film version of their stage success, "Oklahoma!" as it introduces the long-awaited Todd-AO process.

We'd like to wager that the first nighters will come away "bug-eyed" with delight at having experienced an intimate sense of participation in the musical story. With an aspect ratio of 2 to 1 embracing the highly reflective, deep-curved 66-foot screen, several of the scenes, filmed with a 128-degree wide angle lens to meet the peripheral vision of the human eye, will invite complete satisfaction.

More than meets the eye, will be the most appreciable factor of the presentation—the music. The new high fidelity Orthophonic sound system, comprising six different sound tracks channelled to multiple directional hi-fi horns around the theatre, will impress the ear.

Songs like "Oh, What a Beautiful Morning," "Surrey with the Fringe on Top," "Kansas City," "People Will Say We're in Love," "Out of My Dreams," and "Pore Jud," that have remained popular since the introduction in 1943, will again be welcomed. New eyebrows may be raised by the show's purpler-hued songs, such as, "I Can't Say No" and "All 'er Nothin'," or the highly impressive dream ballet performed in a brothel, or the racy dialogue between a traveling salesman and a farmer's daughter, which also are in the film.

SHIRLEY JONES A NEW STAR

Springboarding to stardom out of the familiar name cast headed by Gordon MacRae, who as Curly lends a boyish charm to his most important singing role to date, is Shirley Jones.

James Mitchell is another who merits special recognition for his fine dancing ability, enacting the counterpart of Curly in the dream ballet, and teamed with the very capable Bambi Linn, as the dream Laurey, in the special 15-minute ballet staged by Agnes de Mille. Mitchell has already proven himself in several important dramatic roles, and this display of versatility should capture the attention of producers.

Gene Nelson's dancing specialties, added to his romantic comedy interludes with Gloria (Ado Annie) Grahame, and James Whitmore's shotgun interest in his daughter Ado's marriage, as she caters to salesman Eddie (Ali Hakim) Albert's dishonorable intentions, provides the comedy relief.

Rod Steiger makes his role of Jud, the hired hand who nurses a mad desire for Laurey, the most outstanding performance of the two-and-one-half-hour long feature. Steiger's duet with MacRae, singing "Pore Jud," is a show-stopper.

The fine performance by Charlotte Greenwood, as Aunt Eller, and Roy Barcroft, as Sheriff Elam, contribute to the stature of the cast. Barcroft will give the first nighters an added glimpse of his personality as he assumes the emcee duties.

Another important facet with Eastman Color to enhance the visual aspect, is Robert Surtees' exemplary camera technique, ranging from what appears to be the largest closeup ever projected, to scenes in which a railroad train can be seen approaching from one side of the screen while a surrey is coming down the road at the opposite side to meet it from a considerable distance. This latter scene taken with the "bug-eye" lens is a perfect example of the scope that can be accomplished by the Todd-AO process.

All-important, expensive productions have a way of inviting severe criticism, since the expectancy runs high and the public taste is immediately sharpened by an eventful production. It is with a great deal of remorse that this reporter could not find an excuse for the casting of Gloria Grahame in the role of Ado Annie. Her delivery of those two lyrical whimsies, "I Can't Say No," early in the film, and "All 'er Nothin'" was completely lost, a very disturbing element to dispel during her frequent appearances.

PRODUCTION IS LAVISH

Arthur Hornblow has given "Oklahoma!" a lavish production. It boasts a well-written screenplay by Sonya Levien and William Ludwig, who translated the musical based on Lynn Riggs play, "Green Grow the Lilacs," into greater audience appeal for the screen version.

Under Fred Zinneman's direction, the story comes to life as Laurey, trying to teach Curly a lesson for waiting until the last minute to ask her to a box social, decides to go with Jud instead. Jud, harboring a mad passion for Laurey's love, tries to kiss her as he drives his buggy off the main road to the affair. After an exciting scene in which they lose control of the horses, Laurey manages to drive without Jud to the party.

Jud arrives on foot in time to bid against Curly for Laurey's hamper basket, which would give him the privilege of her company for the balance of the evening. Curly sells his horse, saddle and pistol to outbid Jud. Laurey is compelled to fire Jud for his actions and then confesses her love for Curly.

Following a marriage ceremony for Laurey and Curly, their friends arrange a "shivaree"—a custom that places the couple high on a hay stack while the company has a whoopin' time around them. Jud sets fire to one of the haystacks that draws the crowd away and then starts a fire on the haystack holding the newlyweds. Laurey manages to escape while Curly and Jud fight it out. Jud is killed, but Curly is acquitted on grounds of self-defense. The young couple finally get away on their honeymoon just as the news arrives that their territory of Oklahoma has been admitted into the Union.

There's no question about this being one of the greatest pre-sold attractions to mark another milestone in the progress of entertainment.

"Oklahoma!" On Screen . . .

In a dream ballet sequence, at left, James Mitchell, dancing as "Curly," leads a group of fellow cowboys. At right, Gordon MacRae, the film's real "Curly," tells Shirley Jones, "Laurey," of his plans to take her to the box social.

•

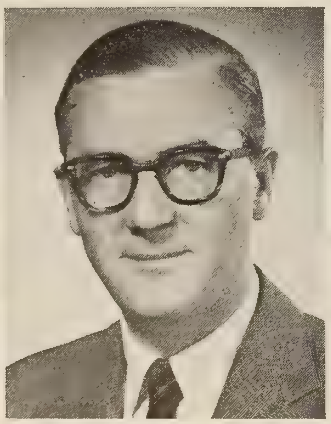
Cast in the Leading Roles Of Magna and of Todd-AO

Joseph M. Schenck, chairman, Magna Theatre Corp.

George Skouras, president, Magna Theatre Corp.

Michael Todd, who instigated the Todd-AO project.

Henry S. Woodbridge, president, Todd-AO Corp.


Dr. Brian O'Brien, vice-president, American Optical Co.

L. Douglas Netter, Jr., Todd-AO sales manager.

Plans of Todd-AO and Magna

(*Continued from page* 1)

organized to insure a supply of product in the new medium, expects to complete production of a second TODD-AO feature, "Around the World in 80 Days," in December.

Other productions in the process are being planned, including the filming of Rodgers' and Hammerstein's "South Pacific" in the spring of next year, according to the TODD-AO Corp., which licenses productions, as well as handling the projection equipment for theatres.

The Rivoli premiere next Thursday will mark another merger of showmen, scientists and talent to produce better entertainment in new media. Prominent in this merger are the names of Michael Todd, Broadway producer who, following his disassociation from Cinerama Productions in 1952, sought a new screen technique. He teamed up with Dr. Brian O'Brien, now vice-president of American Optical Co. O'Brien, working with a team of over 100 scientists, developed the wide-gauge, single projector system, currently slated for exhibition around the globe.

Entering the picture early in the development of TODD-AO were pioneer showmen Joseph M. Schenck, board chairman of United Artists Theatre Circuit, and George P. Skouras, UATC president. They formed the Magna Theatre Corp. to help American Optical finance the experiments, with UATC putting up the initial $1,000,000 and Todd $250,000.

Other figures deeply involved in TODD-AO operations are Henry S. Woodbridge, president of the TODD-AO Corp., and L. Douglas Netter, Jr., TODD-AO vice-president in charge of sales.

Assisting Magna president Skouras are Malcolm Kingsberg, treasurer, Ralph B. Neuburger, secretary, and Arthur Hornblow, Jr., vice-president for production, the latter credited with persuading Rodgers and Hammerstein to film "Oklahoma!", the film which Hornblow produced following the Broadway team's okay.

TODD-AO sales vice-president Netter, speaking about the production phase of his company, announces that in the immediate future TODD-AO will have the necessary facilities for shooting approximately three simultaneous productions. Additional orders, he added, have already been placed to further expand these facilities.

Outlining sales policies for theatres, Netter stated that the equipment for exhibition of TODD-AO motion pictures, is sold outright to theatre owners and operators. The cost of a TODD-AO installation for a dual projector booth is put at approximately $25,000. This amount includes two complete all-purpose projectors, capable of both 70mm. TODD-AO projection and regular 35mm. projection of any screen ratio, two lenses, one sound switching and equalizing unit, one TODD-AO screen and screen frame and booth accessory equipment. Extensive remodeling of a theatre is not required for TODD-AO, as the TODD-AO process has been designed for our present theatres, Netter added.

FIRST BOOKINGS FOR LONG RUNS

William G. McGowan, assistant treasurer of Magna, outlining the general 90-10 sales policy for the distribution of "Oklahoma!", rejected any four-wall deals for the road-show engagements, currently the only type planned for the estimated $6,800,000 production. The policy is to select the most suitable theatre, regardless of affiliation, he adds, although the initial three openings all will be in UATC houses. In the meantime, Magna has men in the field surveying alternative situations for "Oklahoma!" engagements.

As a general rule, according to McGowan, cities will be selected for the "Oklahoma!" showing in order of their density of population. Thereby, the earliest cities selected offer the population potential for the longest run, he explains. In New York, it is hoped to have a run at the Rivoli from three to five years.

Netter, explaining the operations of TODD-AO, points out the company issues licenses and supplies all necessary production equipment to qualified producers for production in the process on a royalty basis.

The TODD-AO equipment is manufactured in both the Buffalo, N. Y. and Southbridge, Mass., plants of the American Optical Co. Briefly, the projection equipment, lenses and accessories are made in Buffalo and the screen is made in Southbridge. The projection heads are made by Phillips in Eindhoven, Holland, for the American Optical Co.

Netter feels that the manufacturing facilities of both the American Optical Co. and Philips are ready to meet the demand for TODD-AO theatre equipment and TODD-AO shooting equipment.

BIG EXPLOITATION BUDGET

Meanwhile, Magna, planning to step up its advertising-exploitation campaign, has allocated $1,500,000 for that department, headed by Nicholas J. Matsoukas. The pre-opening publicity given to the picture, the process, and the personalities, augurs well for business, Magna executives believe. The national advertising campaign which was recently launched with "Life" magazine and is slated to continue for a year will be supplemented by extensive regional and local newspaper advertising with each opening, Harry K. McWilliams, assistant director of advertising, publicity and exploitation, explains.

Advance ticket sales at the newly-refurnished Rivoli, which began Sept. 27, are very good, McWilliams reports. With all seats reserved, tickets are scaled from $1.75 to $3.50 evenings, and $1.50 to $2.75 matinees, with two shows daily and three shows Saturdays, Sundays and holidays.

Preceding the public debut at the Rivoli on Thursday, three night pre-opening premieres have been scheduled. On Monday night, press representatives will be invited. Tuesday will be "Governor's Night," with all invitations issued by Governor Raymond Gary of Oklahoma, while Wednesday night will be a benefit for the Vocational Advisory Service.

NEW SIGHT! NEW SOUND! NEW SCREEN!

TODD-AO is the wide-angle, deep-screen motion picture system developed by AMERICAN OPTICAL CO.

OKLAHOMA!—the first picture made in the TODD-AO system will be distributed by MAGNA THEATRE CORP.

TODD-AO

NEW sight! NEW sound! NEW screen!

TODD-AO IS THE TRADEMARK OF THE TODD-AO CORPORATION

first presentation . . .

RODGERS & HAMMERSTEIN'S

OKLAHOMA!

THE TODD-AO CORP., 1270 AVENUE OF THE AMERICAS.
ROCKEFELLER CENTER, NEW YORK 16, NEW YORK

Todd-AO Methods and Equipment

"Oklahoma" in 65mm Applies Complete New Process of Wide-Screen Technique

The Todd-AO system of motion picture production and projection which brings the fabulously popular stage musical, "Oklahoma!" to the screen, initially at the Rivoli theatre on Broadway next week, is a comprehensive process of relatively complex optics for employing film basically 65mm wide to realize a large, so-called "participation type" picture from a single print at projection angles normal to regular theatres.

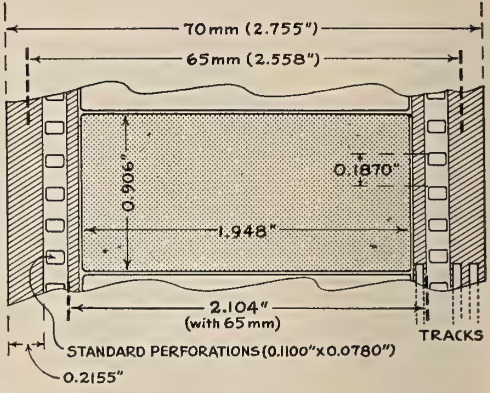
The production negative is 65mm; the theatre print carrying both picture and sound is 70mm. In the presentation of "Oklahoma!" at the Rivoli, and a few weeks later at the Egyptian theatre in Los Angeles, 65mm prints with picture only will be used, sound being reproduced from a separate strip. In either case, sound is stereophonic from six tracks, five for screen speakers, one providing effects for reproduction throughout the auditorium.

Nineteen speakers have been installed in the Rivoli auditorium for the "Oklahoma!" engagement. Fifteen Altec duplex horns systems are distributed in the walls and ceiling of the forward section, and four Altec two-way horns serve the balcony. Five Altec "Voice of the Theatre" systems are installed behind the screen. The main amplification system of the Rivoli, and also of the Egyptian theatre, consists in six Ampex amplifiers, each having an output of 120 watts. The Rivoli now seats 1600 following reseating with American chairs throughout.

Technically, the Todd-AO system was developed by the American Optical Company under the immediate direction of Dr. Brian O'Brien, vice-president in charge of research and development, who had applied principles of the system to a training device for the U. S. Navy during World War II. American Optical is the manufacturer of the lenses and the printer, which latter functions critically in the system. This and related apparatus peculiar to the process are manufactured by the Motion Picture Productions Division of American Optical, which is headed by William E. Peck.

Sales and installation of the equipment, as well as licensing producers to use the process, are handled by the Todd-AO Corperation, of which Henry S. Woodbridge. formerly of American Optical, is president, and L. Douglas Netter, Jr., is vice-president in charge of equipment sales and installation.

Camera lenses give Todd-AO cinematography four angles of coverage—37, 48, 64 and 128 degrees. The camera, made by Mitchell Camera Corporation and based on its standard design, has a three-blade dissolving shutter with an opening of 170 degrees. Film speed of the system is 140.25 feet per minute, or 30 frames per second. Exposure time at 30 frames per second, with the shutter at 170 degrees, is 1/60th of a second. The camera aperture is 2.072 by 0.906 inches, for a ratio of 2.32-to-1.



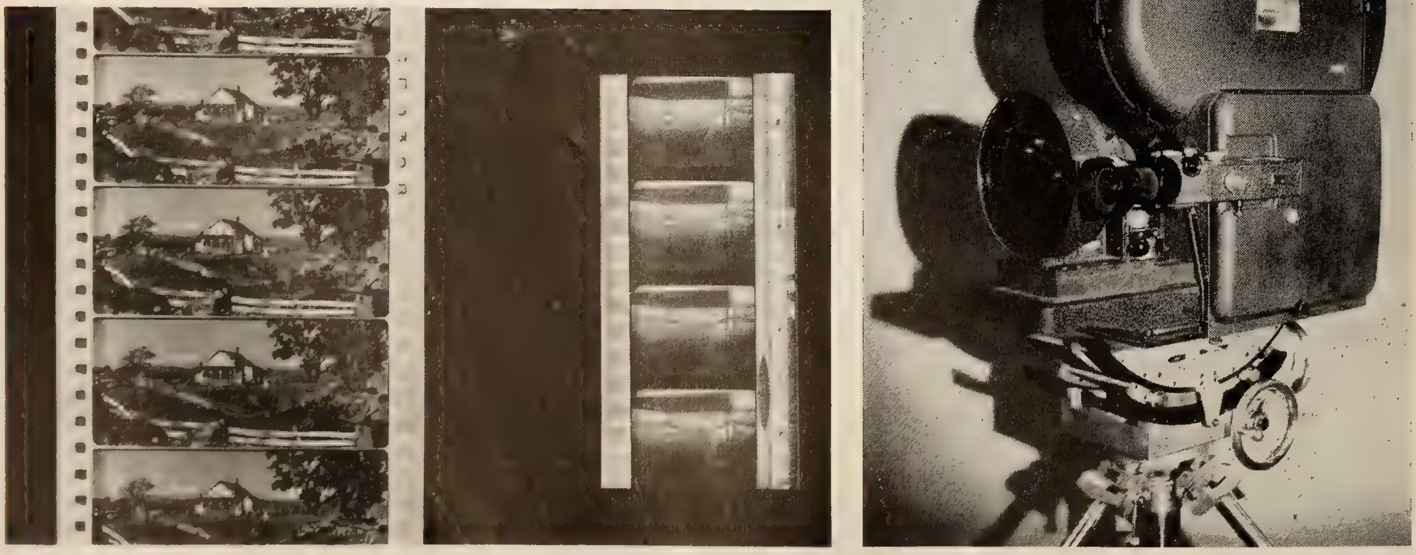
Drawing from Better Theatres. Copyright 1955 by Qugley Pub. Co.

FIGURE 2—Drawing indicating scheme of the 70mm Todd-AO print, with approximate specifications. The frame area amounts to about four times that of a standard 35mm film frame as cropped for a 1.66-to-1 aspect ratio.

With the six sound tracks on the 70mm picture film (six tracks disposed as indicated in *Figure* 2), about 62 mils are removed from each side of the frame, giving the print image an aspect ratio of 2-to-1. For general comparison of Todd-AO film dimensions with those of standard 35mm, *Figure* 1 pictures a 65mm print alongside a standard optical print.

Since film speed is 142 feet-plus per

FIGURE I (below) compares a 65mm Todd-AO print with a standard 35mm optical print. A 70mm print carrying six sound tracks reduces picture width (see Figure 2) to allow for a track inside each row of perforations. At right is the Todd-AO camera, equipped with a 22mm lens that provides a range of 128 degrees. Other lenses are 76mm, 58mm and 44mm.



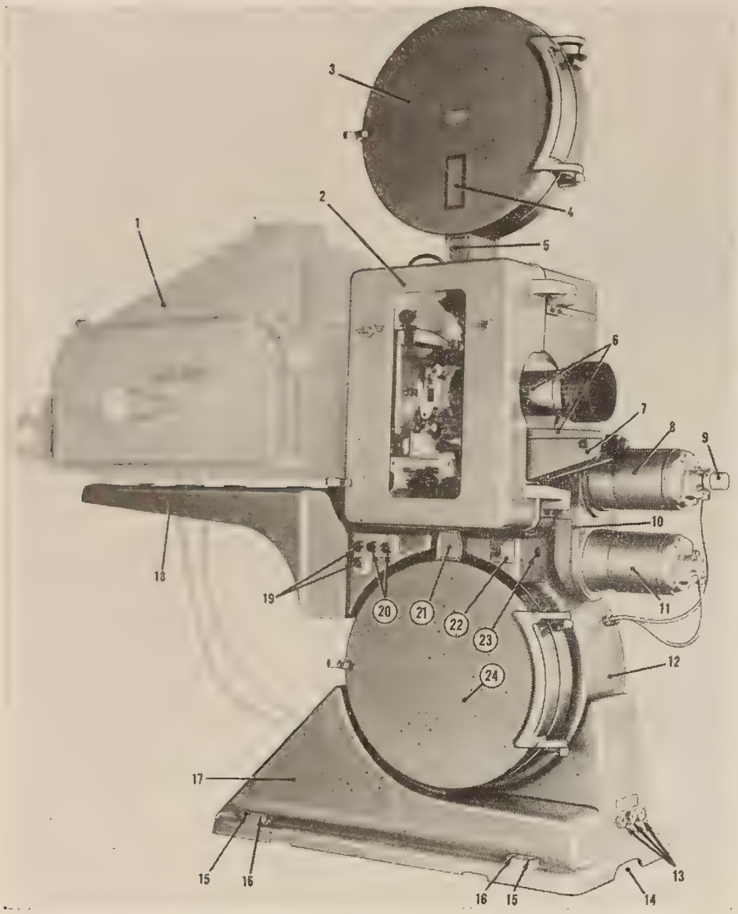
Oh, what a beautiful morning

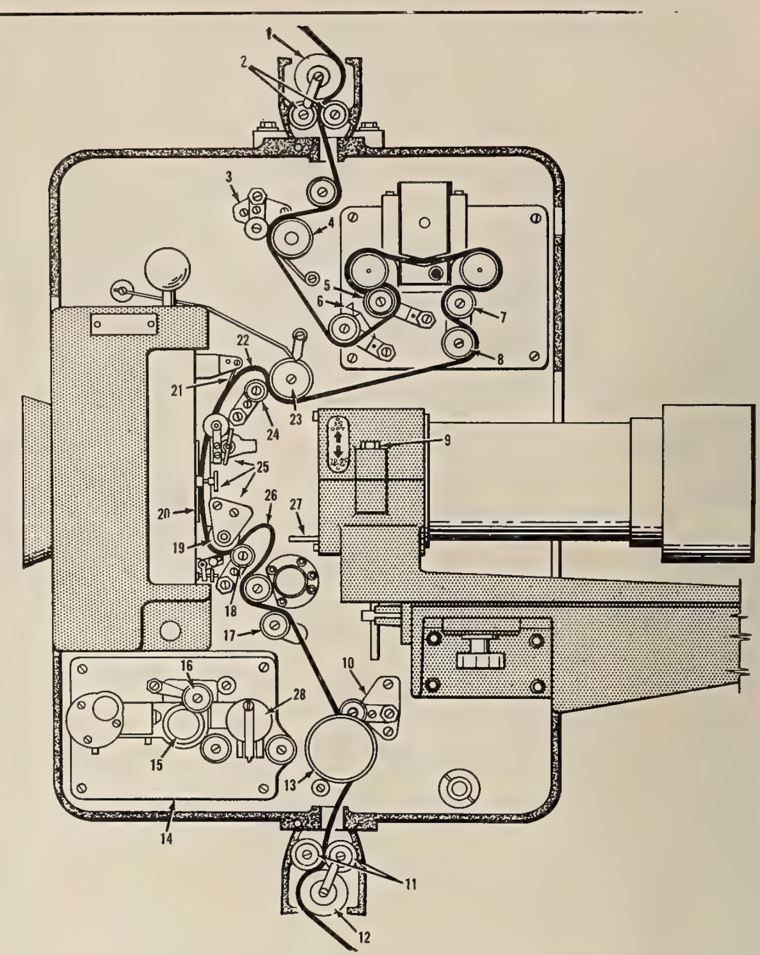
(when all those wonderful reviews come in)

Congratulations
Rodgers and Hammerstein
on
"Oklahoma"
in Todd-AO
Made on Eastman Color Film

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

W. J. GERMAN, Inc.
Agents for the sale and distribution of
Eastman Professional Motion Picture Films
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.





FIGURES 3 and 4: The Todd-AO projector. Parts numbered in Figure 3, above, are—1. lamp (not included in Todd-AO equipment); 2. projector head; 3. upper magazine; 4. window; 5. upper fire trap; 6. lens and mount; 7. lens mount bracket; 8. upper motor; 9. inching knob; 10. belt housing; 11. lower motor; 12. upper base; 13. water line connections; 14. cutout for electrical leads; 15. hold-down screws; 16. leveling screws; 17. lower base; 18. lamp bracket; 19. lamp push button switches; 20. motor push button switches; 21. lower fire trap; 22. motor selector switch; 23. connector hole, optical sound cable; 24. lower magazine. Parts of the mechanisms drawn in Figure 4 are: 1. upper fire trap guide roller; 2. fire trap rollers; 3. upper pad roller; 4. feed sprocket; 5. nylon pressure roller; 6. tension indicator; 7. piloting guide roller; 8. adjustable guide roller; 9. lens mount clamping bolt; 10. lower pad roller; 11. lower fire trap rollers; 12. fire trap guide roller; 13. hold back sprocket; 14. optical soundhead; 15. sound drum; 16. pressure roller; 17. guide roller; 18. lower film gate pad roller; 19. intermittent film sprocket; 20. aperture plate; 21. pressure bands; 22. upper loop; 23. intermediate sprocket; 24. upper film gate pad roller; 25. film gate; 26. lower loop; 27. lens mount lever; 28. exciter lamp.

minute, approximately 2800 feet of film are required for 20 minutes of running time. Theatre reels designed for the Todd-AO projector take a total of 3700 feet.

PROJECTOR DESIGN

The projector of the Todd-AO system is of integrated design developed in collaboration by the American Optical Company and by Philips Industries of Eindhoven, Holland, and New York (North American Philips Company). Fabricated by Philips, it embodies special features of unity and flexibility, including the ability to project standard and CinemaScope film, utilizing either magnetic or optical sound.

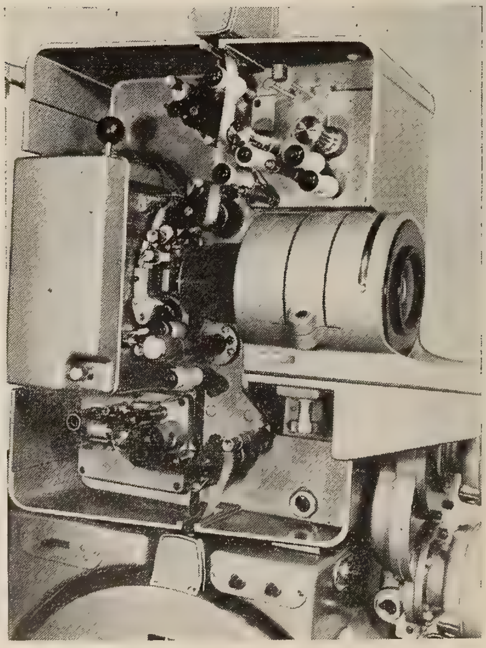
For shift from one film speed to the other, two motors are installed, one operating the drive at Todd-AO speed, the other operating it at standard speed. A throw-over switch is provided so that only one motor may be energized at any one time. Both motors are permanently coupled to the mechanism by Gilmer belts and sprocket type pulleys, thus giving a quiet drive.

The entire projector, omitting only a light source, has been engineered as a complete unified assembly. The equipment is shown in *Figure* 3. In *Figure* 5 the mechanism is pictured from operating side, threaded for optical sound.

The various components of the projector mechanism and integrated sound-heads are identified in *Figure* 4.

In *Figure* 4 the projector is threaded as with 70mm Todd-AO film, through the six-track magnetic pickup. Running through this sound unit, the film is isolated from the rest of the projector by a driven sprocket, one before and one following the unit to prevent unnecessary flutter due to erratic motion of the reel in the upper magazine.

It will be noted in illustrations of the projector mechanism that the film proceeds through the gate in a curve. A curved runner plate has been prompted by the greater amount of film exposed to heat of the projection light, and also with reference to the greater weight of Todd-AO film. The curve is of considerably smaller radius above and below the aperture, but slight across the aperture, where its radius is about 25 inches. This bending lends the film added stiffness in a crosswise direction, minimizing undesirable motion across the width of the wide-film aperture. Curvature at the aperture is sufficient, however, according to American Optical technologists, to figure in the optics of Todd-AO projection lenses.



Mechanisms of the Todd-AO projector, pictured as threaded for optical sound (also see Figure 4).

Film pads are accordingly flexible, being long and thin to hug the film continuously as it slides over the curved shoes of the

WORLD'S LARGEST CONSOLE

16 6-channel groups...96 input channels

This huge console, custom built by Westrex for the Todd-AO production, "Oklahoma", was designed, manufactured, and delivered in six months as part of the complete recording, re-recording, and editing equipment supplied by Westrex.

Research, Distribution and Service for
the Motion Picture Industry

Westrex Corporation

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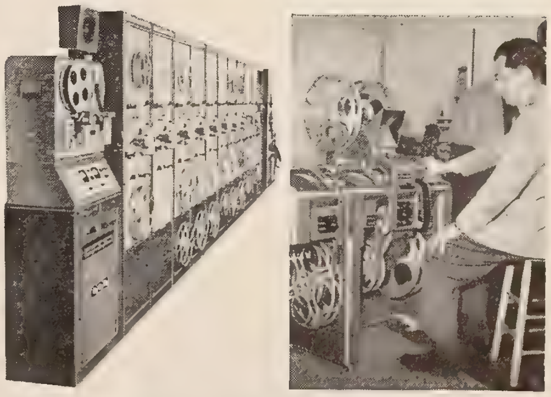


AT LEFT: Lineup of dubbing machines and dubbing recorder. Re-recorded version is 6-track stereophonic sound on 35mm magnetic film. AT RIGHT: Westrex Editer—with 70mm film in the picture gate, and two 35mm sound films, one in the regular gate and one in the special sound head attachment.

film gate. The gate is stationary — to thread the projector, the entire aperture plate assembly, which is located between the film and the lamphouse, swings back out of the way. The aperture assembly consists of a heavily formed plate into which has been incorporated a cooling system, a tubular loop for water completely surrounding the aperture.

SOUND RELAY RACK

For sound reproduction from Todd-AO 70mm prints, a six-track magnetic reproducer located in the upper corner of the projector mechanism housing, is coupled through relay changeovers to a series of six plug-in preamplifiers, which are in a special rack (*see adjoining photos*). This rack contains all power supplies, main and auxiliary volume controls, and a spare preamplifier in a preheating position for quick change. It was designed and is built by the Altec Service Corporation.

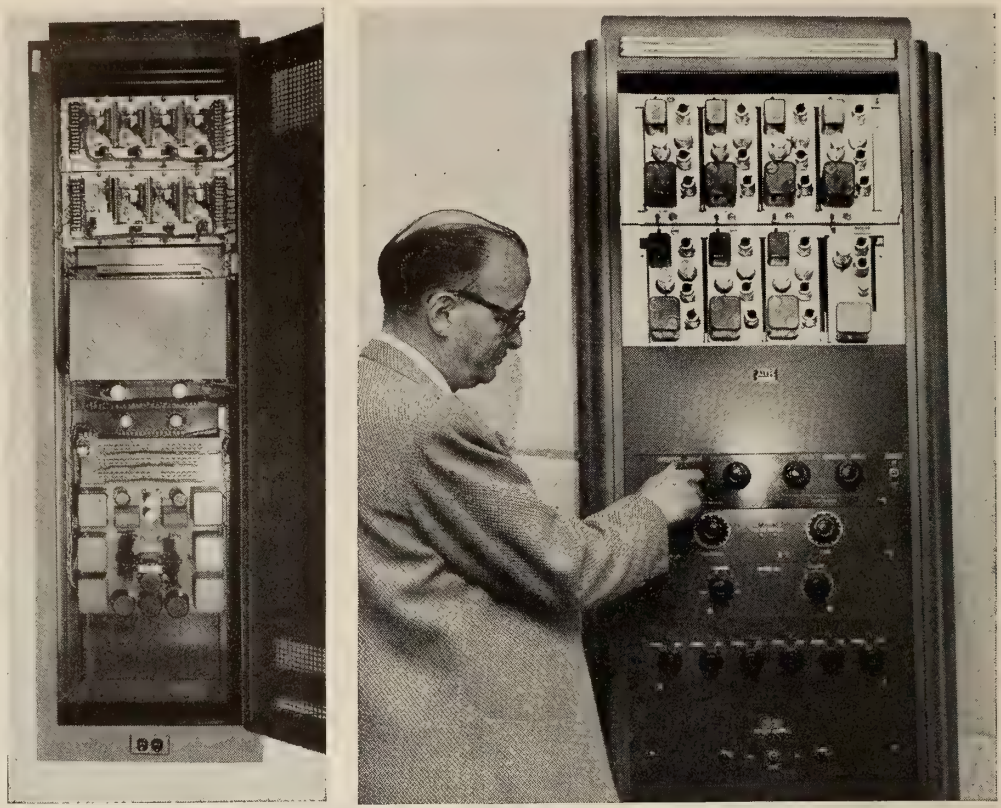
The main preamplifiers feed through the volume control to a series of six power amplifiers, five of which are coupled to loudspeakers behind the screen in an unbridged stereophonic system. The sixth channel is for surround speakers in the auditorium. All necessary switching is provided for using only four of the magnetic channels when magnetic CinemaScope prints are used. When the film has an optical track, the preamplifier in the base of the projector adjacent to the photocell output is employed and this is switched in on the power amplifier supplying the central speaker (or the three inside speakers, bridged, if conditions advise more than one screen speaker).

To facilitate change of aperture in going from one projection system to another, a removable aperture plate insert is mounted in direct contact with the water-cooled housing so that the insert also remains sufficiently cool for immediate handling, and undistorted. Because the film gate is stationary, the rear element of short focal length lenses need cause no interference due to closeness to the gate.

PROJECTION LENSES

The lens mounting device is of sturdy construction, resembling the slide rails of a lathe. It is designed for mounting both the complex Todd-AO lens and necessary adaptors for any standard lenses and anamorphic attachments. The lens mount rotates on an eccentric for positioning the axis of the lens to coincide with the center of the film according to the projection system being used.

The Todd-AO system calls for projection lenses in six *basic* focal lengths. *Intermediate* focal lengths, for precise adjustment of picture size to the throw, are effected by adding a lens unit to the basic lens, with the auxiliary lens sealed to the basic unit, this to be a factory operation according to specifications comprehensively established by Todd-AO engineers for each installation, involving the screen as well.



The Todd-AO switching-relay-equalizer rack, shown at left from rear with door removed, and at right from the panel side, pictured with Fred Pfeiff of Altec, now associated with Todd-AO, who helped design it.

Designers of the Todd-AO system refer to the projection lens as a function in an optical progression in which the mathematics of all components, starting with camera lenses and proceeding through a quasi-optical printer, are interrelated to produce an image without effective distortion or keystone at any projection angle on a deeply curved screen (depth of curvature intended is indicated by specifications for the screen of the Rivoli theatre; these have been given as a width of 52 feet as measured at the chord, a height of about 26 feet, and curvature depth of 13 feet).

To provide for sharp focusing of the relatively wide film photograph to its extreme edges, the basic projection lens is designed with aspheric surfaces. Since any changes in temperature of the lens elements can alter focus, a motorized focusing device has been provided to correct automatically such aberration as it may develop.

Changing of projector parts required for conversion from Todd-AO film to 35mm involve the film gate, the pressure bands (which are merely shifted), the aperture plate insert, sprocket pad rollers and the lenses (though it is said that the central optics of the Todd-AO lens are adapted to the smaller aperture of 35mm prints). Sprockets are designed for both widths of film, with teeth on the rims for either 65mm or 70mm, and teeth for 35mm inside at a lower level.

The projector shutter is single-bladed, cutting off the light twice per frame. Its transmission is rated 54% efficient.

LENTICULAR SCREEN

The screen developed as a component of the Todd-AO system is plastic-coated fabric with an aluminum surface embossed in a formation of lenticles, or tiny lenses, of depth, shape and disposition across the screen to prevent the surface from reflecting light back on itself at the extremities, and also to adjust light angles for optimum reflection into the audience area. (Screens for initial installations have been fabricated by the American Optical Company, with embossing by the Textileather Division of the General Tire & Rubber Company, using machines developed by American Optical.) The lenticles of the screen, which are about .050" high and .033" wide, vary in spacing and in angle as they range in close tiers across the screen. With fabrication in vertical panels, the sections are joined by a method employing fibreglas tape, referred to as "cementing." Screen curvature is not constant; it varies according to projection and visual angles applying to the installation.

PROJECTION ANGLE OPTICS

Todd-AO system optics relate fundamentally to projecting a picture on a deeply curved screen at a substantial angle of projection. Projecting a film photograph occupying one plane (flat in the aperture), on to a deeply curved screen head-on when there is no projection angle whatever presents an optical problem. When there is appreciable projection angle—from perhaps as little as 6°, the difficulty is increased, and it of course becomes greater as the angle widens.

"Keystone" is the familiar deformation of the screen image when a normal rectangular film frame is projected at a vertical angle. The deformation is greater and

(*Continued to page* 18)

I'M MIGHTY GLAD TO HAVE
PLAYED THE ROLE OF

SHERIFF ELAM

IN

"OKLAHOMA!"

AND

I'M RIGHT PROUD THAT
THEM BROADWAY FELLERS

RODGERS & HAMMERSTEIN

Selected Me to Be

MASTER of CEREMONIES

For the Opening
at the

RIVOLI THEATRE

Sincerely,

Roy Barcroft

Ampex Corporation congratulates Magna Theater Corporation on its superb production of "Oklahoma!" and the Todd-AO Corporation on its development of the exciting new Todd-AO process.

Ampex is proud of the part it has played in making possible the presentation to audiences everywhere of the stereophonic sound that is so important to Todd-AO's magnificent quality.

AMPEX
CORPORATION

Signature of Perfection in Sound

934 Charter Street • Redwood City, California

Producers

(*Continued from page* 1)

to conduct the addresses, introduced Schary as the first speaker, who broke down production problems into six main categories.

The biggest problem facing production, Schary said, is story supply, which he said is steadily diminishing, since new complications in this field are television's huge consumption of stories from all sources, and television's newly-displayed willingness to finance stage productions in return for agreements to give TV first call on material after or during its stage run. This will require the big studios to re-enter stage financing in self-protection, he indicated.

Story choice, categorical balancing and necessity of making stories that have world-wide as well as domestic interest, are other major considerations complicating story situation, Schary added.

Casting problems are at an all-time peak, Schary said, with more stars demanding extreme prices, increased control over productions they appear in, and often refusing outrightly to work in a picture which might put them in a higher tax bracket.

Directors are similarly exacting in their demands, Schary said, for similar reasons.

The extent to which M-G-M, or any studio, should enter the television field is yet to be determined, Schary said, pointing out to the exhibitors that if each major studio entered television with a big program each evening during the week, theatres would be in trouble and many would have to close.

Sees 'B' Pictures 'Gone Forever'

Schary said "B" pictures are gone forever, with budgets averaging around two million dollars and many pictures costing twice that. He said modernization of studio equipment along "automation" lines might help cut costs, but did not detail this. Titles, scarcity of talent and antiquated distribution mechanisms were other problems faced by production mentioned by Schary.

Broidy, following Schary, said Allied Artists has certain special problems inherent in its change to high-budget production, but he felt sure exhibitors would cooperate in their solution.

Registration at the convention, as of this Thursday afternoon, was 468, said to be the largest number for this period of the conclave in the history of the association.

Yates traced the history of his formation of Republic Pictures in 1936 to produce low-cost films, and his change to high-budget production in 1954, naming seven already delivered, five more awaiting release, and six more ready for production, budgeted up to two million dollars. He said costs had doubled since 1945, stories had become scarce, and good talent more difficult to obtain, but declared Republic will continue in its present policy so long as exhibitors display their willingness to cooperate in its exhibition.

Kelly said the SAG is exhibitor-minded and urged exhibitors to promote more personal-appearance tours as a means of acquainting the public with the players.

Bellah said exhibitors could do well financially by billing screen writers on the marquee and in publicity.

Exhibitors taking part in question-answer period included Hugh Martin, Walter Reade, Jr., Julian Harvey.

Prior to seminar, Pat McGee presided at a luncheon in the Biltmore Bowl given by the Mission Orange Company president Dwight Thomas. Several young players who are candidates in the COMPO Audience Awards poll were among the 200 attending.

The Association of Motion Picture Producers was host to the TOA tonight at the Beverly Hilton Hotel buffet dinner.

The Todd-AO Process

(*Continued from page* 16)

more complex if the screen is deeply curved.

It is a function of Todd-AO system optics to "correct" such screen image deformation in the film image. Prints with the film photograph "compressed" to eliminate distortion due to projection have been contemplated in development of the process.

Dr. O'Brien Describes System

According to Dr. O'Brien the production of Todd-AO prints involve the entire optical progression of the system, with an important role performed by the printer developed for the system under Dr. O'Brien's direction. The method implies production of prints variously according to critical ranges of projection angle, with some adjustment available in establishing the screen curvature.

For the sound recording of "Oklahoma," initial production in the Todd-AO process, special equipment was developed by Westrex. Recording was done at the MGM studios. Two six-channel stereophonic production recording systems were supplied for use both on location and on the stages at MGM.

These systems consisted of mixer input facilities capable of accommodating six stereophonic microphone inputs, a six-channel RA-1547 recorder and associated power supply equipment.

A special stage at MGM was completely equipped to do the complex re-recording work necessary for this musical production. The installation required a special console capable of accepting 96 separate input circuits. Arrangements were made so that circuits could be handled separately, or grouped under controls, so that each separate film containing six magnetic sound tracks in a stereophonic relation could be controlled with one attenuator. The main console is over 20 feet long and arranged to accommodate a five-man crew.

Under Hynes' Direction

The recording operations were under the direction of Fred Hynes. Special development work related to the sound, as well as the manufacturing program involved, was under the supervision of Dr. John G. Frayne, Westrex engineering manager.

For editing "Oklahoma," the West Coast Division of Westrex especially adapted the Westrex Editor to meet the requirements of the Todd-AO system.

Studio Crafts Earned $127 Weekly in Aug.

HOLLYWOOD, Oct. 6.—Weekly earnings for the craft workers in the motion picture studios during August averaged $127.08 per week, according to the California Department of Industrial Relations monthly report, which added that the average work week in August was 42.95 hours.

Heston Meets Murrow

Charlton Heston, star of Paramount Picture "The Ten Commandments," and his family will be the subject of Edward R. Murrow's "Person-to-Person" CBS-TV show on Oct. 14 from their New York home.

16mm. Trial

(*Continued from page* 1)

"Million Dollar Movie," which he started in 1954 at WOR-TV, showing the same feature film on five consecutive nights, which was highly successful and created audience as well as commercial acceptance.

Defense attorney Macklin Fleming asked Fenster if the station is in competition with theatres, receiving the answer, "I imagine we are."

Fenster also revealed the current payment of $8,000 for 16 runs of a feature film compared with a ceiling of $800 for one showing in 1950.

Says 35mm. Is Better

Fenster said that all TV stations use 16mm, but that 35mm gives a better picture. He added a note that the potential revenue from TV for motion picture producers has risen considerably.

The only other witness, Charles Weintraub, president of Quality Films, Inc., of Los Angeles, answered government attorney Samuel Flatow's questioning as to the availability of major company product with the remark that he understood RKO product in the vaults could have been purchased for fourteen million dollars and that he had negotiated earlier this year for the purchase of Pine-Thomas films released through Paramount.

'Swing' Set for Roxy

Twentieth Century-Fox's CinemaScope production of "The Girl in the Red Velvet Swing" will have its New York premiere at the Roxy Theatre here on Oct. 19.

Toll-TV Fight Needs More Funds, Starr Says in TOA Report

From THE DAILY Bureau

LOS ANGELES, Oct. 6.—A progress report and a plea for more financial support to continue the opposition campaign to subscription television was rendered here today at the morning session of the Theatre Owners of America convention by Alfred Starr, co-chairman of the Committee Against Pay-To-See Television.

Alfred Starr

Starr declared that "if we are going to stay in this fight, and we must until every threat of Pay-To-See is permanently stamped out, we must have funds, and I urge each one of you to help by giving us the necessary financial support."

The chairman of the executive committee of TOA recounted the committee's fight against subscription television and said that the public is expressing itself as against Pay-To-See T and that "we believe that this public opinion will have an effect on Federal Communications Commission thinking, and should this controversy be passed on to Congress, it is certain that Congressmen and Senators will tune in to the voices of their constituents."

Starr said that the Committee is completely allied with Gen. David Sarnoff in the suggestion that Pay-To-See TV should be presented as an issue in the next presidential campaign.

MPEA Asks

(*Continued from page* 1)

record of a House Ways and Means Subcommittee holding hearings on various technical and administrative excise tax problems. MPEA has made the same request to Congress and the Administration on earlier occasions.

Treasury Department officials today promised the subcommittee to report back in mid-November with specific recommendations on many of the problems raised by industry witnesses during the hearings, which will continue all next week. The Treasury staff is supposed to work with the Congressional tax staffs in an attempt to reach agreement on many technical changes.

In urging repeal of the withholding tax on film rentals earned here on foreign films, MPEA argued that the revenue loss would be very slight. As in its previous statements, the association said that the withholding tax hurts U.S. film companies doing business abroad because the U.S. tax is used by foreign countries as an excuse to "impose unfair, harsh and sometimes arbitrary income tax treatment on us abroad."

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 70 NEW YORK, U.S.A., MONDAY, OCTOBER 10, 1955 TEN CENTS

TOA Told Tax Relief Vital; EFFG Will Be 'Mothballed'

Elimination of Levies Seems Unlikely But Is Necessary, Pinanski Stresses; EFFG to Await Decision by D. of J.

By WILLIAM R. WEAVER

LOS ANGELES, Oct. 9.—Although further admission tax relief in the near future appears unlikely, in the light of recent statements by Secretary of the Treasury Humphries, exhibitors must not let down on legislative contacts, nor forget that the present exemption below the half-dollar level is subject to change under adverse conditions, Samuel Pinanski told the Theatre Owners of America convention here Friday morning.

Samuel Pinanski

In the same address to the convention Pinanski

(*Continued on page 4*)

Matching Funds

Set $60,000 Advance from MPA to Compo

Sum to Aid to Defray Initial Awards Cost

By MURRAY HOROWITZ

An advance of $60,000 from distribution to the Council of Motion Picture Organizations will be made shortly, it was learned here at the weekend.

Decision to make the advance came as assurances were received at the Motion Picture Association of America that the larger theatre circuits are participating and plan to

(*Continued on page 6*)

Allied Artists Profit For Year, Before Tax Is Put at $1,064,494

From THE DAILY Bureau

HOLLYWOOD, Oct. 9. – Allied Artists Corp. shows a $1,064,494 consolidated net profit before taxes for the fiscal year ending July 2, 1955, compared with $914,480 for the preceding fiscal year, it was announced on Friday by Steve Broidy, president.

Steve Broidy

The 1955 net income after preferred stock dividends was equivalent to 59 cents

(*Continued on page 6*)

Republic Films to TV Since '51: McDonnell

By SAMUEL D. BERNS

LOS ANGELES, Oct. 9.—Howard McDonnell, Republic Pictures vice-president and a member of the board of directors, on Friday was quizzed by government attorney Samuel Flatow regarding the Council of Mo-

(*Continued on page 6*)

Okay Arbitration

TOA Protests W. B.'s 'Sight Unseen' Sales

From THE DAILY Bureau

LOS ANGELES, Oct. 9.—In the closing hours of the annual convention of Theatre Owners of America here yesterday the board of directors dispatched a protest to Warner Bros. against what it termed the "unfair and uneconomic practice of requesting bids on pictures before exhibitors have had an opportunity to see the pictures in question."

The board declared that if the practice does not cease "we shall turn the matter over to our general counsel and cause an investigation" to be made.

The board's message said, in part: "It is unimportant whether the consent decree under which Warner Bros. is now operating prohibits or does not prohibit this vicious practice. It is not a question of legality and validity. It is solely a question of whether Warner Bros. should take

(*Continued on page 4*)

'Moon' Case To High Court

From THE DAILY Bureau

WASHINGTON, Oct. 9.—Kansas has asked the Supreme Court to uphold its censorship of "The Moon Is Blue."

A brief filed on Friday by the State Attorney General and the State Board of Review made several arguments against the appeal filed in August by the producer and distributor of the film, challenging all pre-censorship of motion pictures and challenging the Kansas action in this specific case. The high court may rule on the case at its meeting tomorrow.

The Kansas Supreme Court upheld

(*Continued on page 6*)

Television Today

IN THIS ISSUE **PAGE 7**

- **NBC, through Robert W. Sarnoff, executive vice-president, and Hugh M. Beville, vice-president, detail a "PEP plan to develop network business in the smaller markets.**
- **Passing in Review—The highlight new shows are reviewed, including the 20th-Fox-General Electric Hour, and others come in for attention.**
- **Names Making News in Television Today.**

Ad Seminar At TOA Meet

By MARTIN QUIGLEY, JR.

LOS ANGELES, Oct. 9. – The problems of selling pictures to the public from distributors and exhibitors' points of view were featured Friday afternoon at one of the liveliest Theatre Owners or America convention sessions ever held.

Spokesmen for producer-distributors were David A. Lipton, Universal-International vice-president, and Jerome Pickman, Paramount vice-president. Panel member for exhibition was Thornton Sargent, advertising-publicity head for National Theatres. Frank Whitbeck, veteran expert with experience both in exhibition and production, was moderator and there were times when he had to calm the ruffled feelings and aroused emotions.

The fundamental points at issue were whether advertising materials

(*Continued on page 4*)

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, left here at the weekend for Hollywood.

•

Marylin Klein, secretary to RKO Radio Pictures' Harry Gittleson, executive administrative assistant, has announced her engagement to Charles Fine. The couple will be married on Thanksgiving.

•

Debbie Stone, secretary to Herbert Schottenfeld of United Artists' legal department, will be married in Lakewood, N. J., on Nov. 12 to Laurence Wilneff of Chicago.

•

Robert Newgard, Western division sales manager for Interstate Television Corp., subsidiary of Allied Artists, has returned to New York from Phoenix and Tuscon.

•

Nat Levy, RKO Radio Pictures Eastern-Southern division sales manager, will return here today from Charlotte and Atlanta.

•

William B. Zoellner, head of M-G-M's short subject sales department, left here yesterday for Milwaukee and other Midwest cities.

•

Diane Carrere, former president of the Hollywood Foreign Correspondents Association, is here from Europe.

•

Frank Rule, Paramount Dallas branch manager, will arrive here today from Dallas for home office conferences.

•

Norman Moray, Warner Brothers short subjects general sales manager, is on the Coast from New York.

•

Emery Austin, M-G-M exploitation head, has returned here from Chicago and Washington.

•

Hugh Owen, vice-president of Paramount Film Distributing Corp., will return here today from Denver.

•

Marion Anderson, Paramount branch manager, is due to arrive here today from Omaha.

•

Aileen Brenon, of Brenon and Morgan Associates, has returned to New York from Europe.

•

Marion Hargrove, Coast writer is the father of a boy born to Mrs. Hargrove at Santa Monica Hospital.

•

Allen Miner, producer, has arrived here from the Coast.

G.U.T. Executive Host To Foreign Managers At Dinner in N. Y.

Foreign department executives and trade press representatives were guests of John Evans, a director and chairman of the executive committee of Greater Union Theatres, Australia, at a dinner at the Lotos Club here on Friday. Evans, visiting in New York in the course of a round-the-world trip, served as host on behalf of Norman B. Rydge, head of G. U. T., who took the occasion to express his appreciation to industry friends here.

Capt. Auten is Co-Host

Co-host was Capt. Harold Auten, of Bushkill, Pa., American representative of G. U. T. Evans will be in New York for another week.

Evans told the guests that the dinner was in the nature of a "thank you" from Rydge for the stimulus supplied by the American industry to the film business in Australia by the introduction of new screen processes.

He said the thanks also was tendered for the prestige and good will that have been reflected on the Australian theatre business by the visit there last year of Eric Johnston, president of the Motion Picture Association of America. He also expressed thanks to the American motion picture trade press for its help and its information.

Cites Population Growth

Evans told the foreign managers that Australia will have a population of 20 million persons within 12 years and will certainly become a vastly more important market for American films than it is at this time.

Among those present at the Friday evening dinner were: Emanuel Silverstone, Ralph Hetzel, Arnold Picker, Albert Deane, George Vietheer, William Piper, Norton Ritchey, Charles Hacker, James Jerauld, Sherwin Kane, Chester Bahn, Fred Hift, David Blum, Ralph Hawkinson, Bernard Zeeman and Ben Cohen.

Boston Newspapers Supporting Awards

Special to THE DAILY

BOSTON, Oct. 9. – The Boston press is wholeheartedly supporting the Audience Awards poll, according to chairman Paul Levi, who, with his committee of Jack Saef and Karl Fasick, visited editors and publishers to enlist their backing in publicizing the forthcoming elections. To date, each newspaper has run feature stories on the drive and has covered the two recent addresses in the news section of Robert W. Coyne of COMPO. They have all promised all-out support.

Mole to Europe for Production Study

Peter Mole, president of Mole-Richardson, Hollywood, and a former president of the Society of Motion Picture and Television Engineers, will sail for Europe today on the "Christopho Colombo." Mole will spend the next few months visiting the principal film production centers of Europe, studying motion picture production methods and the impact of wide screen techniques on motion picture production, distribution and exhibition, and measuring the value of the services which the SMPTE offers its foreign members.

Upon his return Mole will report to the Society's board of governors his recommendation for changes in the services which the Society provides members abroad.

Mole was president of the SMPTE in 1951-52 and received the Society's Progress Medal in 1948.

Four Anti-Trust Suits Pending in S. F. Area

Special to THE DAILY

SAN FRANCISCO, Oct. 9.–Four anti-trust suits are now pending in the U. S. District Court of Northern California. Filed by James Toler, of the Chabot Theatre, Castro Valley, Alameda County, the newest names Paramount Film Distributing Corp. and 12 others as defendants and asks a permanent injunction and $375,000 in damages.

Bal Theatre Corp., also of the East Bay, filed suit against the same defendants in June of this year, while the suit of the Embassy Theatre Corp. of San Francisco, Daniel McLean and Leland C. Dibble, plaintiffs, asking $2,000,000 damages from the defendants has been pending since December, 1951.

The first suit, that of Samuel Goldwyn Productions, Inc., vs. Fox West Coast Theatre Corp. and 11 others was filed in May, 1950. The latter now is in process of settlement.

Funeral Rites Held For Geo. Blake, 38

Funeral services were held at Riverside Chapel here yesterday for George Blake, 38, producer and composer, who died early Friday at Cross County Hospital.

Blake, who formed George Blake Enterprises in 1951, had produced "Girl on the Spot" for Universal in 1945 and had directed the "Candid Camera" series for Columbia from 1945 to 1950. He was nominated for an Academy Award in 1947 for writing, producing and directing "A Voice is Born" in 1947. He was the son of the late Ben Blake, industry pioneer. Survivors are his wife and three children.

. . . NEWS ROUNDUP

Bel-Air in New Offices

Aubrey Schenck and Howard W. Koch's production organization, Bel-Air Productions, has moved into new enlarged quarters at the American National Studios in Hollywood, placing all units of the company under one roof.

■

Capitol Theatre Re-opens

The Capitol Theatre in downtown Chattanooga, which was recently remodeled at a cost of over $85,000, has re-opened last week with Allied Artists' "The Phenix City Story."

■

Film Cartoon Honored

The Southern California Motion Picture Council has awarded co-producers Fred Quimby, William Hanna and Joseph Barbera a citation for their film cartoon, "Good Will to Men," for a short subject which "will be enjoyed by every group" because it is "a poignant, deep and affecting message of faith and good will for all the world."

■

NBC to Plug 'Conqueror'

The National Broadcasting Co. radio network show, "Your Radio Theatre," will kick off the promotional campaign for RKO's "The Conqueror" tomorrow evening, 9:00-9:55 p. m.

Vanguard to Start Two Films in Dec.

Vanguard Productions, Inc., has announced plans for production of two feature films.

The first will be a remake of "The Last Mile," the prison-break melodrama by John Wexley. The original play was produced by Herman Shumlin in 1930 and brought Spencer Tracy to stardom in the role of Killer Mears. A film version with Preston Foster in the role was produced in 1931.

The second film on Vanguard's schedule is a new version of Mary Wollstonecraft Shelly's "Frankenstein in color and CinemaScope. Production scheduled to start in December.

Principals in Vanguard Productions are Max J. Rosenberg, motion picture distributor, and Milton Subotsky, television writer. Rosenberg and Subotsky recently were associated in the production of thirty-nine television films, now in release.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-

PEOPLE

Robert Swink has been signed to a six-year contract as supervising film editor on all **William Wyler** productions. Currently working on "The Friendly Persuasion," Swink will then accompany producer-director Wyler to Europe for "L'Aiglon." The contract is said to be the first of its kind, in that Swink will begin work from the start of production.

◆

Edward Everett Horton recieved an honorary Doctor of Laws degree on Saturday from the Polytechnic Institute of Brooklyn at the closing convocation of its Centennial year celebration. Horton, noted American comedian and entertainer, attended Polytechnic in his early years.

◆

M. J. Brummell, formerly associated with Eastin Pictures of Davenport, Ia., has been appointed executive director of sales for United Productions with offices in Sarasota, Fla.

◆

Mrs. Adaline Gawthrop, owner of the Linda Drive-in at Palatka, Fla., swam the St. John's River both ways at a mile-wide point on a friendly wager, and also to celebrate her 56th birthday.

◆

John Zane has been appointed production supervisor of industrial film at Transfilm, New York.

◆

Irving Drutman has been retained by Columbia Pictures for a special public relations campaign on "The Eddy Duchin Story."

◆

Robert F. Davis has been appointed director of research, CBS Television Spot Sales. Before joining CBS Television Spot Sales as assistant research manager in 1954, Davis was in charge of radio and research and promotion for the Headley-Reed Co.

◆

H. F. Kincey, Jr., son of H. F. Kincey of Wilby-Kincey Service, Charlotte, N. C., has entered the University of N. C.

Jas. Stevenson to Cinema-Vue Post

James Stevenson, New York attorney, has been named general counsel and secretary of Cinema-Vue Corp., it was announced by Joseph P. Smith, president of the new television film distribution organization.

Stevenson has had careers as an attorney, army officer and radio-television commentator.

Described as a Challenge

Role of Films, Radio, Television In Education Told to SMPTE

Special to THE DAILY

LAKE PLACID, N. Y., Oct. 9.—"The film, the radio, and television must be major helps instead of incidental ones, if the critical challenges facing us in education today are to be met," Mrs. Gertrude G. Broderick of the United States Office of Education, warned at the 78th convention of the Society of Motion Picture and Television Engineers at the Lake Placid Club, which was concluded at the weekend.

In a paper entitled "Are We Educating by Television?" Mrs. Broderick noted that children spend about five-and-a-half hours, five days a week in school, yet they spend two to three hours every day watching television. Furthermore the time that the average American spends reading newspapers and magazines and attending theatres is about one-third the time he spends watching television. It is obvious, therefore, she stated that "we have both a stake in and an obligation toward this medium which can exert such an influence over our own thoughts, the thoughts of our children, and of our neighbors."

Describes Courses

Mrs. Broderick went on to cite steps which had already been taken in the educational TV field. She described television courses on both the college and secondary school levels and noted that the experiences of authorities in various fields, the value of scientific demonstrations and the resources of libraries and museums have been made available to millions through television. Furthermore, she noted, television can be used by teachers to supplement the day-to-day curriculum needs if concerts, current events symposiums, scientific expositions and newscasts are assigned as home work to school children. In addition she stated "by assigning programs such as these and discussing them later in the classroom, the teacher is able to assist her students to become more discriminating in their viewing habits.

Five Major Activities

E. A. Hungerford, Jr., of the Metropolitan Educational Television Association, outlined the functions of the Joint Committee on Educational TV. Hungerford explained that this important group, formed in 1950, carries on five major activities. They protect reserved educational channels and assist educators seeking to utilize them; they advise applicants for television stations on FCC regulations and provide consultants to educational groups; they help schools and colleges to evaluate possible TV programming resources; they assist in organizing state, regional and national education TV conferences, and distribute four publications.

The functions of the Educational Television and Radio Center in Ann Arbor, Michigan, the main source of recorded programs for non-commercial stations, were outlined in a paper by A. M. Deland and L. M. Nelson of that group.

Rothafel Plans New Ideas for the Roxy

Innovations for the Roxy Theatre here are indicated by Robert C. Rothafel, who will assume the post of managing director of the National Theatres' Broadway showcase in about another two weeks.

Rothafel, questioned about his plans, said he has "some wonderful ideas." He declined to spell them out, explaining that he will make such announcements after assuming the Roxy post. Rothafel was questioned before returning to the Coast.

The new Roxy managing director, a nephew of the late S. L. (Roxy) Rothafel, said he has a "lot of deep-rooted sentiments" associated with the theatre, which was named after the senior Rothafel. While a boy, the newly-appointed managing director said he used to watch "the maestro at work." He went on to say that he has spent 26 years in showbusiness, with a four-year interruption in the U. S. Marines. Long associated with National Theatres, he will replace the present Roxy managing director, William Moclair, who has been transferred to be managing director of the Fox Theatre, in Philadelphia.

Set 892 Openings For U-I's 'Godiva'

"Lady Godiva," Universal-International's historical drama starring Maureen O'Hara, George Nader, Victor McLaglen and Rex Reason, has been booked to play in 892 theatres during the 30-day period starting on Nov. 1, it was announced by Charles J. Feldman, vice-president and general sales manager of Universal Pictures Company.

The theatres participating in this saturation booking of "Lady Godiva" are being listed in two-page color advertisements which will run in the Nov. 11 issue of "Collier's" on the newsstands Oct. 27 and in the Nov. 15 issue of "Look" Magazine on the newsstands Nov. 1.

Texas Likes 'Brunettes'

United Artists' "Gentlemen Marry Brunettes" is reported to have set an all-time UA record at the Aztec Theatre in San Antonio in the first engagement of a saturation booking.

The New York office of UA has been advised that in its first day at the Aztec, "Gentlemen Marry Brunettes" grossed $3,165.

First Goldwyn, Jr., Film Will Bow in New Orleans Oct. 28

Samuel Goldwyn, Jr.'s, first motion picture production, "Man With the Gun," starring Robert Mitchum and Jan Sterling, will have its world premiere on Oct. 28 at Loew's State Theatre in New Orleans, it was announced by William J. Heineman, vice president of United Artists in charge of distribution.

Sam'l Goldwyn, Jr.

Mitchum and Goldwyn will head a Hollywood contingent that will appear in person at the premiere. Among others in the group who will travel to New Orleans are Karen Sharpe and Emile Meyer, who have important featured roles.

Robbins, Barlow to Aid 'Guys' Benefit

To further the amount of money expected to be raised for the Will Rogers Memorial Hospital and Tuberculosis Research Laboratories at Saranac Lake, N. Y., which will receive the entire receipts from the world premiere of Samuel Goldwyn's "Guys and Dolls" at the Capital Theatre, here on Nov. 3, Herman Robbins, chairman of the board of National Screen Service, is donating the hundreds of trailers that will promote the sale of tickets via New York neighborhood theatre screens. Likewise, Al Barlow, of the Hennegan Co., Cincinnati, theatrical show printers, is supplying, gratis, 22x28 lobby cards, window streamers, and the souvenir tickets.

Junior Executives In 'Doll' Ticket Drive

Members of the recently-formed Junior Executive Committee of the Will Rogers Memorial Hospital and TB Research Laboratories at Saranac Lake, N. Y., have pledged themselves to take an active role in promoting the sale of tickets for the benefit world premiere of Samuel Goldwyn's "Guys and Dolls," scheduled for Nov. 3, at the Capitol Theatre, here

The group met last week with Ned Shugrue, executive secretary of the hospital, and Ernie Emerling, of the publicity committee. The committee is made up of sons of industryites long active in the Will Rogers' Hospital's affairs. Under the co-chairmanship of Richard Brandt and Burton Robbins, the group includes: Eddie Fabian, Abe Fabian, Irvin Freedman, Martin Levine, Michael Mayer, Sidney Newman, David Picker, Al Rinzler, Allen Robbins, Norman Robbins, Thomas Rodgers, William Rodgers, Jr., Arthur Rosen, Spyros Skouras, Jr., and Morton Thalheimer, Jr.

TOA Protests

(*Continued from page* 1)

further advantage of a seller's market and compel exhibitors to bid unintelligently on pictures they have not seen."

Arbitration Committee Thanked

At the final, closed session of the convention, TOA approved the draft of the proposed industry arbitration plan and adopted a resolution expressing thanks to the arbitration committee members, namely, Mitchell Wolfson, Si Fabian, Robert Wilby, Alfred Starr, E. D. Martin and Walter Reade, Jr.

TOA officials told the press that it is their understanding that film rental and other matters not covered specifically by the arbitration plan can be handled within the conciliation section of the plan.

In another resolution, the convention lauded Starr for his work in opposition to subscription television.

Discussion of the government's 16mm. anti-trust suit here was omitted by the convention because the case is now being tried in Federal court, it was explained. TOA has been named a co-conspirator in the case by the government.

Sam Pinanski of Boston, in summarizing convention highlights amplified his earlier statements concerning Exhibitors Film Finance Group's relation to product supply, asserting that the production of "10 or 12 additional top quality pictures per year would add $150,000,000 to our domestic grosses."

The TOA convention also resolved to invite the newly formed United Theatre Owners of Oklahoma to join TOA. The group is made up of former members of the TOA Oklahoma unit and other unaffiliated independent exhibitors said to lean toward an Allied States affiliation.

Another resolution expressed TOA's sorrow at the recent death of Sidney Lust.

A resolution which had been passed earlier by the MPTO of Georgia commending its member, E. D. Martin, for a vigorous administration as TOA president, was read to the convention.

It was decided to hold the mid-year meeting of the TOA board of directors in Washington, D. C., in late March or early April, with A. Julian Brylawski as host.

James Carberry of the I.T.O. of Arkansas presided over the final luncheon session. Chill Wills headed a player contingent at the luncheon that included Eve Arden, Leigh Snowden and Brooks West.

O'Donnell a Speaker

R. J. O'Donnell spoke briefly in behalf of continuing support of the Will Rogers Hospital by the industry. In particular, he stressed the need for starting at once on the annual Christmas Salute for the hospital's benefit.

Final registration at the convention was 667.

Tax Relief Called Vital

(*Continued from page* 1)

revealed that Exhibitors Film Finance Group stockholders, at their first meeting since the organization's formation, have voted to "mothball" the EFFG for six months, by which time it is hoped the Department of Justice shall have stated its position regarding participation in the EFFG by circuits formerly affiliated with major producer-distributors.

The resolution to this effect adopted by EFFG stockholders reads in part:

"Resolved that EFFG continue in existence with its stated original objective unchanged and make every effort to determine the position of the Department of Justice with regard to participation in the EFFG by all exhibitors, including former affiliates; that if within six months from this date the Department of Justice takes the position that it will not consent to former affiliates participating in EFFG on any reasonable basis regardless of inclusion of all necessary restrictions against monopoly, then, because EFFG will not be able to fulfill the purposes for which it was formed, steps will be taken to dissolve said corporation, and upon such dissolution all moneys paid for the purchase of stock shall be returned to subscribers in toto."

Pat McGee

Funds to Be Deposited

"It was further voted that the money paid by way of subscription for stock shall be deposited in banks making quarterly interest payments and that said interest shall be used to defray the operating expenses through this interim period."

Pinanski told the delegates the EFFG has received "nearly $300,000" in subscriptions for stock, and is inviting continuing purchases, hopeful of obtaining sufficient funds without the participation of affiliated circuits. He admitted this seems unlikely, however, in view of the experience so far with personal solicitation and field trips made by George Gaughan, which have been discontinued as unprofitable.

Queried on EFFG

Answering questions, Pinanski said, "with $3,000,000 or more" EFFG could be eminently successful in its planned function, and that when it had funds invested in several pictures being produced, it would be possible to invite the public to invest in the organization. Asked whether EFFG could operate without the former affiliates participating, he said he hoped it might, but is doubtful that this will happen.

On the tax outlook, Pinanski said he talked with the Secretary of the Treasury on Sept. 22, in his capacity as a member of the committee on admission tax, and told him why exhibitors feel that admission taxes should be repealed altogether. He said Humphries replied, "if we have to balance the budget—and we will—we will have to keep all excise taxes." He said Humphries assured him if any excise taxes are to be repealed or adjusted, he will give "sympathetic ear to exhibitors' case."

Pinanski said he submitted figures showing that the government has derived 34⅓ per cent more revenue from theatres since the tax was reduced than it would have under the former levy.

The Pinanski address followed a report on national and local legislation head by La Mar Sara, who warned exhibitors to maintain a close vigil on all levels because, "Unless we make a strong stand locally, we will be weak nationally."

McGee Praises Ads

Reporting on COMPO Pat McGee stressed the success of the "Editor and Publisher" advertisements in rectifying the industry's relations with the lay press, which he said had displayed unexpected misunderstanding of the tax issue. He compared COMPO to the United Nations, citing numerous matters on which trade-wide cooperation had been brought successfully to bear, and pointed to experience with "This Is Your Army" as indicative of the organization's potential value.

C. J. Seroka, substituting for Arthur H. Lockwood, opened the morning session with a report on insurance as protection for the theatre owners.

Following the morning session, delegates were guests of the Motion Picture Advertising Service Company, the Popcorn Institute, Cretors Popcorn Machines and Savorol Co. at a luncheon in the Biltmore Bowl presided over by Jack Keiler.

Borgnine Donates Trophy

Ernest Borgnine, star of "Marty," donated to the TOA a replica of the Venice Film Festival Award won by that production.

Among those who spoke or were introduced at the luncheon were Frank Whitbeck, David Lipton, Jerry Pickman, Thornton Sargent, Herman Levy, Louis Montez, Joseph Strauss, George Murphy, Jarma Lewis, Carol Omagt, Robert Stack and other players.

Keith Goldsmith to A.A. International

The appointment of Keith Goldsmith to an executive post with Allied Artists International Corp. was announced by Norton V. Ritchey, president. Goldsmith, formerly Far Eastern and South African home office representative and Latin American supervisor for Universal-International, will work with Allied Artists' European, Far Eastern and Latin American departments.

Film Selling

(*Continued from page* 1)

were as good as possible and whether exhibitors made adequate use of them. The session opened with a short talk by Lipton titled, "Modern American Living—Its Effect on the Pre-Selling of Motion Pictures." He pointed out that there had been many changes affecting selling in the five years since the last time the TOA convention held a session on the subject.

David Lipton

Jerome Pickman

Lipton cited many factors that have affected promotion of pictures such as centralization of population, tremendous increase in installment buying, television, do-it-yourself activities, outdoor living, sports, recreational pursuits, parking, baby sitters and home air-conditioning. All these make it a bigger effort for the patron to go to the movies, he said.

Likes Radio, Billboards

Lipton said the way to sell the potential audience today is to reach them by radio, and billboards, especially when they are going to and from work; and by television and national magazines when they are at leisure.

Pickman deplored the practice of referring to a motion picture as "a piece of film."

"The man who looks on pictures today as pieces of film does not belong in this business," he remarked.

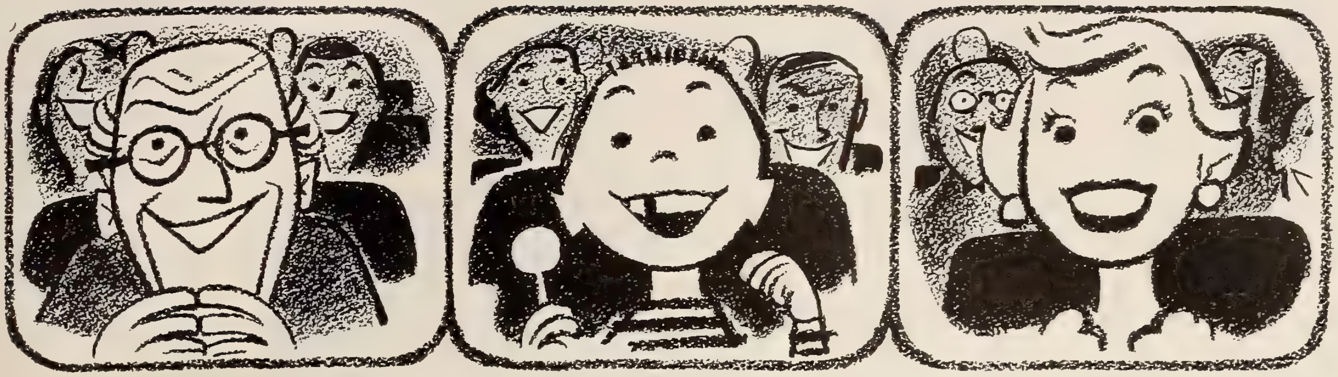
The Paramount advertising-publicity director called for more extensive testing. He said, "too many exhibitors consider 'test' a dirty word. All other major industries test products."

Pickman criticized the attitude of many exhibitors of "let George do it." Asserting that some exhibitors were not carrying on their end of the business so far as promotion is concerned, he said distribution was partly to blame for this by imposing its view of what a campaign should be. He called for more attention to selling on the local level.

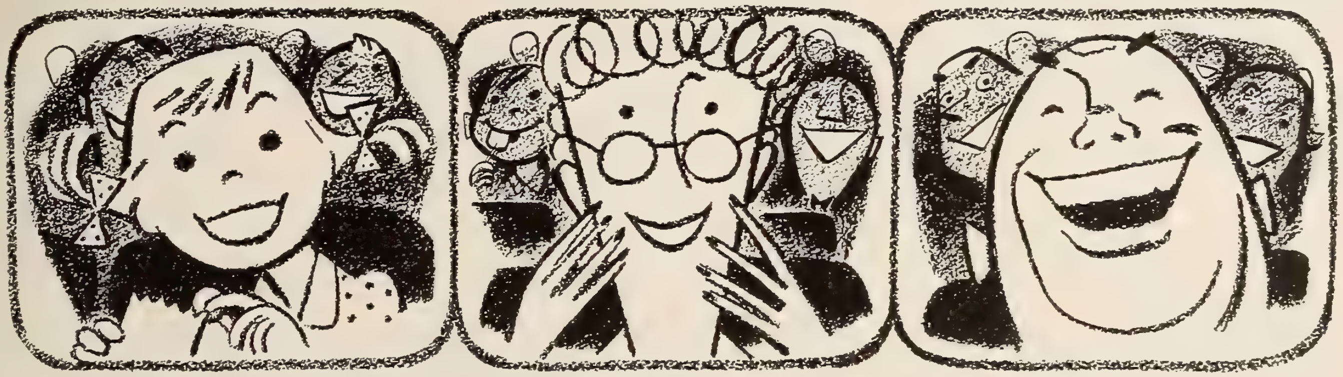
Invitation from Sargent

Exhibitors and producers were invited by Sargent to participate in the sponsorship of a forum for newspaper editors and critics to be held in Hollywood late in February or early March and to be followed by a Spring Movie Festival in April in theatres throughout the country.

At the end of a question period in which a number of exhibitors participated, thanks were expressed to the members of the panel for TOA by Ernest G. Stellings, convention co-chairman.



SHOW THEM THE DIFFERENCE



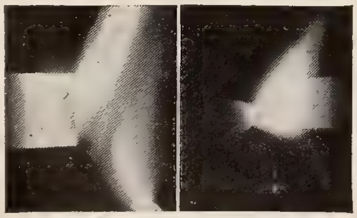
WITH NATIONAL Projector Carbons

TRADE-MARK

Today's giant screens pack an entertainment wallop that *can* mean a big difference in box office — especially when that difference is made brilliantly apparent to all your patrons.

Improved theatres, imaginative promotion, colorful display — all help the successful exploitation of these terrific, new media. But above all, wide-screen showings demand *light* — as much light as you can give them.

Good projection is just good business. Be sure that *your* projection equipment keeps pace with other improvements in physical theatre. And continue to trim your lamps with "National" projector carbons for maximum picture quality.



THE PICTURE IS LIGHT...
GIVE IT ALL YOU CAN
with "NATIONAL" CARBONS

The term "National" is a registered trade-mark of
Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N. Y.
Sales Offices: Atlanta, Chicago, Dallas, Kansas City,
Los Angeles, New York, Pittsburgh, San Francisco
In Canada: Union Carbide Canada Limited, Toronto

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

"AUTO-CHEK" is the name of a new automobile counting unit for drive-in theatres from the Palmer Engineering & Development Co., El Monte, Calif. It has the registering meter directly attached to the mechanism over which the car tire passes as it goes by the box-office. The unit is constructed of steel frames with a heavy neoprane cover to protect it from great pressure. The meter is enclosed in a box on the side of the unit which can be locked. Numbers run up to five digits and are large and legible, it is stated.

•

All models of 35mm. projectors made by the Paromel Electronics Corp., Chicago (formerly manufactured by the DeVry Corp.) will be exhibited at the TESMA trade show in the Hotel Morrison, Chicago, November 6th through 9th. This equipment is described in a handsome new brochure (44 pages and spiral-bound) just issued by the company. On hand at the company's booth at the trade show will be its president Jack M. Miller; S. Caruba, production and engineering head; Henry M. Fisher, vice-president; Robert L. Meroz, vice-president; Lillian D. Reilly and Joseph J. Samuely.

•

Cole Products Corp., Chicago, has adopted a standard color combination of maroon and grey for its "Cole-Spa" line of automatic cup drink dispensers. The line includes machines equipped to dispense one, three and four drink flavors, serving carbonated and non-carbonated types.

•

"Beau Bloc" is the name of a new design for its rubber matting, stair treads and mats adopted by the Ace Rubber Products, Inc., Akron. The design consists of a mosaic arrangement of striated squares molded into the rubber with the pattern so arranged that the squares are alternately cross-grained. This is said to create highlights and shadows for a modern, two-tone effect. The mats are offered in nine colors.

•

New in the "Speedster" line of food service equipment made by the Miller & Carrell Manufacturing Co., Denver, is a hot chocolate dispenser with a capacity of 3 gallons. It is equipped with a specially constructed agitator designed to prevent lumps, butterfat separation and top film. The manufacturer says the unit will prepare the hot beverage within five to seven minutes from starting time.

Republic

(*Continued from page* 1)

tion Picture Organizations conference at the Beverly Hills Hotel in 1951, during which a tape recording of the meeting was made. The government used the transcribed tape to allege that conspiracy was inspired at this meeting, during which television was one of 13 subjects discussed.

Under cross examination by defense attorney Macklin Fleming, McDonnell, the only witness heard, denied any formal or informal agreements made at this session so far as he observed.

McDonnell said Republic arranged to release pictures to television as early as 1951, more than a year before the government filed suit.

The trial will be continued Tuesday with possible conclusion Wednesday, according to Flatow, with no other witnesses being called.

The defense plans to present its side starting on Oct. 18.

'Moon Is Blue'

(*Continued from page* 1)

the censorship of the film, and the producer and distributor appealed to the U.S. Supreme Court.

The state, arguing against the appeal, said the distributor and producer had not filed any rehearing motion in the Kansas court or any other post-decision motion, and that, therefore, they could not appeal to the Supreme Court since they had not availed themselves of all the remedies and procedures to which they were entitled under Kansas law.

Noting the argument of the film's backers that the censorship standards in Kansas are so vague and indefinite as to be unconstitutional, the state said that even if there were any indefiniteness, which it would not admit, this had been remedied in regulations issued by the censorship board in March, 1954, after the "Moon Is Blue" case had started.

The state also argued that the entire matter of the constitutionality of the Kansas censorship law had already been decided by the Supreme Court many years ago, when, in the Mutual Film Corp. case, it upheld a Kansas censorship law "substantially identical" with the present law. The state admitted that the "Miracle" decision had indicated some change in the high court's position since that earlier case, but said it did not feel the court was holding all pre-censorship unconstitutional.

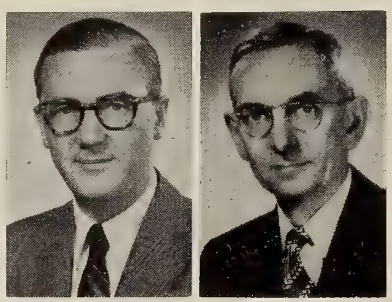
In an answering brief, the producer and distributor said the new regulations still did not make the standards definite, and argued that the current case was very different from the Mutual Film case. They renewed their request that the high court declare all pre-censorship unconstitutional.

Myerberg Returns

Producer Michael Myerberg has returned from a lengthy European jaunt to complete the filming of the feature picture "patterns" for United Artists and to map plans for the production of "The Borrowers."

Printers' Gremlin Switched Photos

In the special Magna Theatres-Todd-AO section of MOTION PICTURE DAILY on Friday, the picture of Henry S. Woodbridge, president of Todd-AO Corp., by inadvertent error was identified as that of Dr. Brian O'Brien, vice-president of American Optical Co. At the same time Dr. O'Brien's photo, victim of the same printer's hex, was identified as Woodbridge's.



H. Woodbridge Dr. Brian O'Brien

MOTION PICTURE DAILY regrets the error and by way of amends publishes the accompanying pictures of the two, correctly identified (if you please, Mr. Printer!).

MPA to Compo

(*Continued from page* 1)

take part in COMPO's dues collection drive, which still is under way.

The advance of $60,000 each from exhibition and distribution, bringing the total advance up to $120,000, was sought by COMPO to finance the initial costs of COMPO's sponsored Audience Awards campaign. It was indicated by a COMPO source that MPAA's contribution is expected within a matter of days.

Meanwhile, COMPO is continuing its dues collection drive among exhibitors, with distribution planning to match dollar for dollar all exhibitor contributors up to $150,000.

La Salle Preparing 2nd in Series of 5

CHICAGO, Oct. 9.—Arthur Sacks, Chicago attorney, who is vice-president of LaSalle Productions, Inc., has left for Hollywood to confer with the cast of "The Four Seasons," second of a series of five films to be produced by his company. LaSalle Productions, Inc., formed and financed by a group of Chicago business men, recently completed "No Place to Hide," its first production now being distributed by Allied Artists.

Cast in "The Four Seasons" are David Wayne, Keenan Wynn, Joseph Barton, Jim Backus, Marcia Henderson and Denver Pyle. Producer of this and forthcoming LaSalle productions is Josef Shaftel.

Hitchcock Due

Alfred Hitchcock will arrive in New York on Wednesday, for the premiere of his latest for Paramount, "The Trouble With Harry," which will take place at the Paris Theatre on Oct. 16.

TENT TALK

Variety Club News

MINNEAPOLIS – Variety Club tents in the upper Midwest contributed $181,850 on charity projects last year and have pledges amounting to $255,000 for projects this year.

The survey shows that Variety of the Northwest, which headquarters in Minneapolis, spent $61,650 on its Heart hospital project in 1954 and donated an additional $18,000 to other charities. The unit has $150,000 pledged for the current year.

The Milwaukee tent contributed $25,000 for the support of its heart clinic and spent an additional $15,000 on other projects.

Pledges $50,000

The Omaha tent, which operates an opportunity center in the city, spent $10,000 on the project and an additional $41,000 on other charity work. Its 1955 pledge totals $50,000.

Des Moines Variety barkers contributed $9,200 to the Des Moines health center and $2,000 to other projects and has pledged $20,000 for charity work this year.

In Minneapolis, chief barker LeRoy Miller has announced the appointment of Sim Heller as chairman of a committee to handle a direct-by-mail appeal for additional funds for expansion of the Heart hospital at the University of Minnesota.

Allied Artists

(*Continued from page* 1)

per share, and compares with 45 cents for the previous year. The gross income for 1955 reached a new all-time high of $12,670,000 compared with $11,838,500 in 1954.

Working capital of the company increased to $4,854,000 on July 2, 1955 from $4,067,000 on July 3, 1954.

G. T. & R. 9-Month Net, $6,874,268

AKRON, Oct. 9.—The consolidated profit for General Tire & Rubber Co. and subsidiary companies, among them being RKO Radio Pictures, for the nine month period ended on Aug. 31, totaled $6,874,268 or $4.90 per share of common stock, it was reported in a financial statement.

Net sales and other income to GTR totaled $210,921,334.

Patent Hearing Calls TV, Film Leaders

WASHINGTON, Oct. 9. – Several motion picture and television industry leaders will take part in a Senate hearing designed to study means of improving the nation's patent system.

The hearing, taking place for three days starting tomorrow, will be held by a Senate Judiciary Subcommittee headed by Sen. O'Mahoney (D., Wyo.), who will conduct the hearings as a kind of round-table discussion.

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

Peripatetic Pat

▶ Currently on tour, Sylvester L. Weaver, president of NBC, while stopping over in London to participate in the inauguration of commercial TV there, had some pertinent words to say before the Institute of Practioners in Advertising: "It is easy to program what people already want to see. It is difficult to program so that people watch what they want to see in a form that includes things they don't want to see. This is the system that we use with tremendous success at NBC. We call it 'enlightenment through exposure.' " On hand to listen was one of the largest gatherings ever of the British advertising set.

Consideration

▶ In France it's called *politesse* and means that you don't stare at a girl if she isn't good looking. In Britain it's called consideration and means that advertisers aren't buying time on the morning segments of the newly inaugurated commercial television. According to a report from London, the advertisers don't want to tear the housewives away from their morning chores, and/or don't believe they can anyway. For three days in a row last week, the Independent Television Authority's morning shows went out as denuded of commercial message as anything from the BBC. The ITA, reportedly, is not discouraged. It is waiting for the day when, like those of the American housewife, the British housewife's chores consist principally of sitting in the living room waiting for things to thaw out.

NO GEMS IN YUMA

Screen Gems, Columbia Pictures' extremely active television subsidiary, in an unusual move last Monday took a full page ad in the New York Times *to tell the lay public something of the extent of the market penetration of Screen Gems product. According to the ad, it seems that you can see at least one Screen Gems show in each of the nation's 266 television markets, the only exception being Yuma, Ariz. The ad points out that Yuma has only 18,900 sets against 36,081,100 in the rest of the country. What IS going on in Yuma?*

Time to Change?

▶ Robert E. Kintner thinks so. The president of the American Broadcasting Company has presented a plan to the Federal Communications Commission for a revision of the 1952 TV channel allocations. His purpose is to relieve the "unnatural and unnecessary shortage of outlets," to be accomplished by any one of three ways: selective deintermixture ("the substituting of UHF channels for ungranted VHF channels"), limited relaxation of present allocation standards and use of idle VHF educational channels. He adds that the plan would "make immediate provision for a minimum of at least three competitive stations in all but a few major markets" and would "preserve the potentiality of UHF for future growth."

Villain

▶ In proceedings currently under way in the Federal District Court at Los Angeles, the Department of Justice would have you believe that five major motion picture distributors are the villains in withholding major product from television. Now comes word that the American Federation of Musicians has halted the delivery of 35 features from Paramount and 10 from Universal to Associated Artists Productions for TV distribution. The union has refused to grant broadcasting rights to the music tracks of the films.

Live-on-Film Fuss

▶ When it first announced its Electronicam some months back, DuMont described it as a "live-on-film" process and, on close inspection, that's exactly what it turned out to be. Now the American Federation of Radio and Television Artists, which originally agreed that the Screen Actors Guild should have jurisdiction over Electronicam performers, has notified signers of its television contracts that producers using the process "are not complying with provisions of the AFTRA code of fair practice for network television broadcasting." With the evidence at hand, this seems an odd and decidedly bold reversal on the part of AFTRA which charges, vaguely, that the process has been changed since the original agreement was made. It may be that there are fears in AFTRA headquarters that eventually a very large number of "live" shows will go Electronicam, at least for re-run purposes, leaving AFTRA with a dwindling field of influence. If this be so, it can be stated without equivocation, along with a frank request for a reappraisal of the situation.

Lost Color Sets

▶ Whatever happened to all those 12-inch color sets which reportedly were manufactured and ready for market in early 1954? They were priced at $1,295, with no takers, or hardly any—not enough to make a dent in the color market. They say that some of these have been presented to opinion makers to influence their opinions to favor color TV, but they don't seem to have influenced enough people to make an overwhelming trend. Perhaps if a number of the sets were placed in strategic bars, they would promote color as black-and-white was originally. This also would serve to by-pass the opinion maker, a notoriously unreliable quantity in merchandising.

New Department

▶ ABC-TV today announces the creation of an autonomous Television Station Clearance Department within the network and the appointment, as its director, of Donald S. Shaw, Jr., formerly a member of the Station Relations Department. The new department, previously within the sales department, also will be expanded.

No Orson

▶ That loudly publicized deal between CBS-TV and Orson Welles for the production, by the latter, of a series of 90-minute color films in Europe, has been called off. Enough said.

In Our View

THE burgeoning Television industry, still in many ways in the developmental stages, is in a fair way to building for itself a problem which in these early stages runs from mild headache to acute pain in the programing, but may, if not checked, grow into a serious malady.

The reference, in a word, is to salary. It is the salary, or stipend, paid to the established star which is at the root of the trouble, and big trouble it may yet be. The vast, incredible amounts of money paid to single players, whether for several appearances, or more especially for a single TV engagement, are beyond all reason. It is the kind of difficult situation which can build on itself. This is not to say that the top headliner should not get big money, if he or she draws strongly, but the players themselves, it would seem, are in grave danger of pricing themselves clear out of the market.

This TV situation cannot be likened to the motion picture, since in that medium, the star appears in a pcture which may very well, and often does, return many times the large investment in negative cost, including the star's high salary. In TV, however, the cost must be borne by a sponsor whose money is not coming back, except in advertising business-done terms, and whose budget may be limited. There needs to be a fair shake for everyone, sponsor, broadcaster and star, and it would appear important that an intelligent formula be devised—and soon, for the ultimate good of all.

Passing in Review

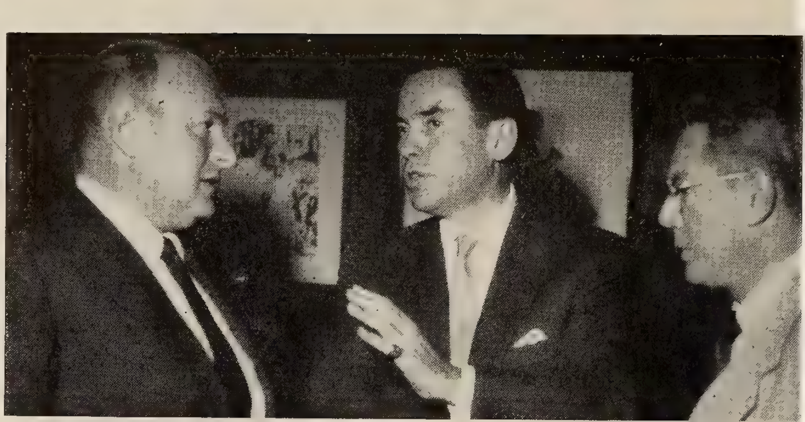
PREMIERES OF NEW SHOWS continued to dominate the program scene last week. One of the more promising was NBC-TV's full-hour "Playwrights '56," Tuesday night, the last 30 minutes of which is bucking CBS-TV's "64,000 Question." Incidentally, the full-page newspaper ads which announced "Playwrights" mentioned everybody except the playwright of the opening show. For the record he was David Davidson and his work, "The Answer," was an adaptation of an eclectic story by Philip Wylie. Bob Hope returned (NBC-TV, Tuesday) in an unspectacular revue-on-film, although no credits to that effect were announced. The high point of the show came early, a takeoff on "The Desperate Hours" with Wally Cox as the heroic father and Hope as the gunman. Other starters included "Shower of Stars" (CBS-TV, Thursday) and George Gobel (NBC-TV, Saturday). "Alfred Hitchcock Presents," reviewed below, was notable not only for bringing that master to the new medium, but also for a closing Sal-Hepatica commercial, detailing the woes of a family whose Mom needed a laxative and showing us all how the lady obtained relief between dinner and bedtime. When last seen, Mom was dancing frantically up cartoon stairs. Even Mr. Hitchcock was left comparatively speechless. Otherwise:

I LOVE LUCY. CBS-TV, ½ Hour, 9 P.M., EDT, October 3, 1955, Film from Hollywood. For General Foods and Procter and Gamble.

They're back, and it will be good news for the TV viewers of the nation. There is no question but that this remains one of the best comedy series on the air, with a longevity of quality which is quite astounding. Vivian Vance and William Frawley continue to offer the kind of supporting performances any star could dream of, Desi Arnaz is happily at home on TV with his accent, and the chief reason for the series' success is that Miss Ball is one of the most versatile and superb comediennes of this or any other day. A Desilu production, of course. James V. Kern is director.

THE HONEYMOONERS, CBS-TV, ½ hour, 8:30 P.M., E.D.T., October 1, 1955. Film. For Buick.

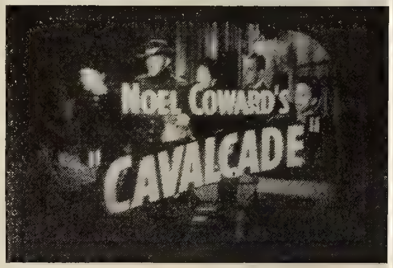
Jackie Gleason's newly foreshortened, situation comedy format, built around the trials and tribulations of Ralph and Alice Kramden, got off to a fine start in an extremely amusing premiere comedy. Having to do with the pitfalls of joint ownership of a TV receiver, the multi-authored script was an occasionally hilarious farce with a basis in truth and an appealing point-of-view. If the scripts maintain this level, Mr. Gleason should wind up the season with increased stature as one of our truly great comedians. Audrey Meadows, playing it absolutely straight as Ralph's helpmeet, and Art Carney, playing it somewhat larger than life as Ralph's best friend, provided fine support. The quality of the film, shot with DuMont's Electronicam, is on par with other TV film, but the manner of production certainly does catch—and preserve—the feeling of spontaneity so noticeably absent in most other filmed comedy shows.



photos, Television Today

As 20th-Fox's new television show (see review) for General Electric was previewed at "21" in New York last week. "Cavalcade" was the dramatic presentation. Above, from left, Charles Einfeld, vice-president of advertising and publicity for 20th-Fox; Hubbell Robinson, Jr., vice-president of CBS in charge of network programs, and Charles S. Aaronson of "Television Today."

20th
CENTURY
FOX



THE 20TH CENTURY-FOX HOUR. CBS-TV, 1 Hour, 10 P.M., EDT, Wednesday, October 5, 1955. Film from Hollywood. For General Electric, alternate weeks.

If we may assume that this first of the 26 hour-long 20th-Fox television programs for General Electric is typical, the company has achieved a happy formula, a strong format for a successful show which should fulfill its major two-fold purpose, the sales of G.E. product, and the patronizing of 20th-Fox (and all other) motion picture merchandise at the local film theatre. Herein may be found something close to that happy liaison of the two media, Motion Pictures and Television. The subject, as produced by TCF Productions, Inc., the TV subsidiary of 20th-Fox, and which is headed by Sid Rogell, neatly combines a less-than-one-hour TV version of a notable film production, with a few minutes of on-the-set personality material with 20th-Fox players, plus a bit of trailer-type promotion for a forthcoming motion picture. In this first instance, Joseph Cotton made an engaging, friendly host, the production of "Cavalcade," with Michael Wilding and Merle Oberon, if somewhat episodic necessarily, was beautifully done, the "Tall Men" set material was effective promotion, and the whole program had the professional eclat which was to be expected of a major studio undertaking. Its two-fold purpose well served, this first subject gets the program off to an auspicious start.

MAX LIEBMAN PRESENTS, "Heidi," NBC-TV, 1½ hour, 9 P.M., EDT, October 1, 1955. Live, color from New York. For Oldsmobile Division of General Motors.

The idea of making a musical comedy out of Johanna Spyri's gentle classic, "Heidi," is not basically a bad one, but the Max Liebman entourage decidedly slipped in the execution of that idea for their first spectacular of the season. The principal mistake was in the cast-

(*Continued on opposite page*)

in this whole-wide MAGNAVISTIC CINEMASCOPIC VISTAVISTIC
CINERAMIC KINESCOPIC film world only . . .

BARNETT INTERNATIONAL FORWARDERS, INC.

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- 6364 SANTA MONICA BLVD., L. A., HOllywood 4-6221
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- est. 1887

. . . is equipped every way for

- RECEIVING, CHECKING AGAINST LAB. & SUPPLY ORDERS, PACKING & SHIPPING
- ALL EXPORT DOCUMENTATION, INSURANCE & FOREIGN COLLECTIONS
- U. S. CUSTOMS CLEARANCES AS GOVERNMENT LICENSED BROKERS
- SHIPPING FILM & EQUIPMENT TO & FROM FOREIGN LOCATION UNITS
- KNOW-HOW OF MORE THAN 70 YEARS' SERVICE

IN REVIEW

(Continued from opposite page)

ing of a full-blown young woman, Jeannie Carson, as the adolescent Heidi. Walk stiff-legged and talk coy as she might, Miss Carson could never escape into an illusion of youth. Also miscast was Wally Cox, while Elsa Lanchester, Richard Eastham, Natalie Wood and Jo Van Fleet performed more or less in accordance with the traditional conception of the novel. And Carolyn Leigh and Clay Warnick, grabbing some of Robert Shumann's loveliest themes, came up with a score that was surprisingly unexciting. Mr. Liebman produced and directed from script by William Friedberg and Neal Simon.

JUSTICE, "Positive Identification." NBC-TV, ½ Hour, 10:30 P.M., EDT, October 2, 1955. On Film. For American Tobacco Co.

William Prince stars in this series as a representative of the Legal Aid Society, whose members are assigned by courts to defend those who for some reason do not employ an attorney. In this case, a blind man attempts a "positive identification," using his other senses, until Prince convinces him he probably will cause the conviction of an innocent man. Phil Reisman, Jr., wrote the effective script, and Ed Begley and Bert Freed contribute strong performances.

ALFRED HITCHCOCK PRESENTS, "Revenge." CBS-TV, ½ Hour, 9:30 P.M., EDT, October 2, 1955. Film, from Hollywood. For Bristol-Myers.

The inimitable Alfred Hitchcock demonstrates in this first TV series for him that he is still and always the master of suspense, but he discloses another facet of the Hitchcock talent profile. Hitchcock, in his introductory and closing bits, is priceless, and the best introducer of a commercial yet seen, in this opinion. Ralph Meeker and Vera Miles have the leading roles in the story of a young husband who seeks to revenge an attack on his wife and unwittingly kills the wrong man. Typical Hitchcock, with a twist of lemon peel.

ADVENTURES OF ELLERY QUEEN, "Stranger in the Dark." WPIX, New York. ½ Hour. 9 P.M., EDT, October 2, 1955. On Film. For Carter Drugs.

In the person of Hugh Marlowe, Ellery Queen comes to Television, and is plausible and effective. The subject is entertaining of its detective story genre. The story concerns the blind girl whose roommate is killed by an insane local delivery boy who is "recognized" escaping by the blind girl's hands on his face. His efforts to murder the blind girl are scotched just in time, of course, by Ellery, but it makes for a taut, well-told tale, made more effective by virtue of good performances. Television Productions of America produced.

NBC'S "PEP" PLAN LOOKS LIKE A TV MARKET HYPO

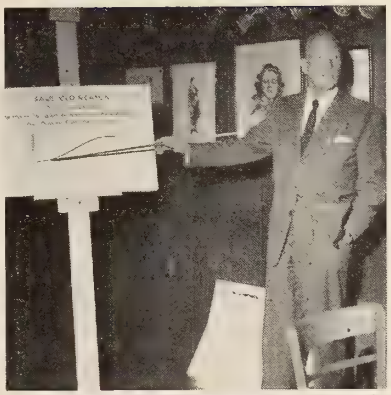
by CHARLES S. AARONSON

Seeking to translate intent into fact, the National Broadcasting Company has come up with a four-point program designed to develop more network commercial business on affiliated stations in the smaller markets and to provide those stations with additional network programs.

This ambitious and highly commendable plan was detailed last Thursday at a luncheon press conference at the un-businesslike "21" in New York by Robert W. Sarnoff, executive vice-president of NBC, aided by a team of executive experts headed by Hugh M. Beville, Jr., director of research of Planning.

Mr. Sarnoff saw the plan as "another phase of television development . . . designed to enlarge television's effectiveness as a national service." Here are the four basic elements of the new NBC plan:

1. The Program Extension Plan (PEP), effective November 1, initially making 44 stations in smaller markets available to network advertisers at substantial savings in cost, without any reduction in the stations' rates.


TV Today

2. A new 100-station minimum lineup provision for advertisers with programs in prime evening time, applicable to those advertisers who do not make their program available to unordered stations under the NBC Program Service Plan, established in September, 1954.

3. The addition of six more top network programs to the Program Service Plan, to increase the programing available to a number of affiliated stations pending orders from the network advertisers.

4. Provisions for furnishing non-interconnected stations with kinescope prints of certain sponsored programs after these prints have completed their commercial runs.

Shorn of its technical, and somewhat complicated details, the plan envisages substantial "dividends" to the advertiser which will take the form of a sharp reduction in his viewing "cost-per-thousand," which is, of course, the basic criterion of evaluation of the use of the advertising dollar, no matter in what medium it is employed. In other words, the effect is to bring down the "cost-per-thousand" of the smaller market stations to about the level of the full network. The advertiser gets, NBC contends, "better advertising support for his national distribution, higher delivered audience and a better spread of his program costs over more circulation. The higher the evening hour rates of PEP stations ordered, the network points out, the greater the 'dividend' in penetration."

The cost, Mr. Sarnoff said, is borne entirely by NBC, and nothing is added to the operating cost of the participating stations. NBC sees its own gains as "wider program exposure, and an opportunity to sell more small market stations."

Mr. Beville made the point that the PEP group is equivalent in its unduplicated TV circulation to the country's fifth largest market, covering more than 1,100,000 sets as of July 1. He also cited the lack of competition on the 44-market areas.

Under last year's Program Service Plan sponsored network programs were furnished, with commercials deleted, to stations not ordered for the programs by the network advertisers. The number of programs so made available has been expanded, it was disclosed, inclusive of such as "The NBC Matinee Theatre," "The Colgate Variety Hour," "The Perry Como Show" and others. During the past season a total of 10 network shows, or 25 hours of programming weekly was furnished to a number of stations not ordered by the advertiser. One or more of these programs was carried by almost 100 different unordered stations, it was indicated.

TV Today

THE explanation for NBC's new "Pep," the other day in New York's 21 Club by Robert W. Sarnoff, executive vice-president, and Hugh M. Beville, Jr. (with presentation board and pointer), who heads NBC research and planning.

In essence, the plan could, and probably will, provide several millions of TV viewers in the United States with a chance to view major NBC network programs not now available in their communities. It is a business development of great potential to NBC, and at the same time throws wide open the gateway to greater audiences for top shows across the country, and as such is a potential boon to the whole industry of television.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

HAS FAITH IN BOTH MEDIA

HOLLYWOOD: Profits of the highly successful Four Star Playhouse television series will go into feature films for theatrical release, as an indication of Hollywood's confidence in a good business relationship between television and motion pictures, says Dick Powell.

Speaking for his associates, Ida Lupino, Charles Boyer, and David Niven, Mr. Powell viewed the move as an expression of faith in the inter-marriage of both mediums. Four Star Playhouse will have completed its 250th half-hour telefilm at the end of its fourth year, in the Spring of 1956, with a well-groomed production organization under the supervision of its producer, Warren Lewis. The unit will be ready to take on the feature production plan, and the star explained the company's purpose.

"More than that, we feel that we have overcome a risk element, as a result of the experience in developing characters and stories in the TV medium, which have received the kind of audience response that provides an incentive to polish and adapt them for even greater effect of the big screens. The company also owns a book, "Grand Motel," which could be showcased on TV and then developed into a feature.

The four stars' confidence in theatrical returns will be backed up with budgets of $600,000 or better on each of the films made, starting next year, with distributor negotiations in the offing for the best releasing terms—*S.D.B.*

Shows on the Mark

Producer Herbert Brodkin, of the new NBC-TV Sunday night drama series, sponsored on alternate weeks by Goodyear and Alcoa, has announced the schedule for the next two months already is definitely set. The series had its premiere last night with "The Expendable House," by Reginald Rose and starring John Cassevetes, Paul Hartman and Glenda Farrell.

◆

"The Tex McCrary Show," subtitled "M.I.P." for Most Important People, starts today over WABD, 7:15 to 7:25 P.M., EDT. The interview show will be seen daily.

◆

"Date with Life," new NBC-TV weekly 15-minute drama series, gets under way this afternoon at 4 P.M., EDT. Barbara Rush stars in the first story which will run five weeks. All the stories in the series will center around the activities of Bay City "as seen through the eyes of its newspaper, the Bay City *News*," and its editor, played by Logan Field.

◆

Bishop Fulton J. Sheen will discuss whether or not Russia has really changed on the premiere telecast of his ABC-TV "Life Is Worth Living" series Thursday, 8 to 8:30 P.M., EDT. This marks the start of Bishop Sheen's fourth television season.

AT THE PARTY. Mr. and Mrs. Hal Roach, Jr. chat with director Frank Borzage, left, in Hollywood as the Screen Directors Guild Theatre, new television series, opened over NBC under sponsorship of Eastman Kodak. Mr. Borzage directed "Day Is Done" which goes on the air tomorrow evening. Mr. Roach and the SDG Playhouse are series partners.

◆

"Ethel and Albert," critically popular wife-and-husband situation comedy starring Peg Lynch and Ralph Bunce, starts its new season Friday over ABC-TV, 10 to 10:30 P.M., EDT. Ralston-Purina is sponsor.

◆

"Grand Ole Opry" makes its television debut Saturday over ABC-TV, 8 to 9 P.M., EDT.

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***Scott Merrill**, currently starring in the off-Broadway production of "The Three-Penny Opera," is the young player who gets the star billing in ABC's "Star Tonight" Thursday. The show is "One Day More," an adaptation of a Joseph Conrad story. Supporting guest stars will include **Margaret Phillips** and **Frederick Worlock**.*

◆

***Jeffrey Hayden** has been signed by **Milton Berle** to direct the latter's second live color program of the season, a satirical comedy entitled "State of Confusion," by **Gore Vidal. Ann Sothern** co-stars in the show which will be seen over NBC-TV October 18.*

◆

***Phyllis Thaxter** stars in "Obsession," the drama to be seen over CBS-TV's United States Steel Hour Wednesday. **Philip Abbott** and **Neva Patterson** will be seen in support.*

◆

***Reginald Gardner** and **Pat O'Malley** have been added to the cast of **Maurice Evans'** "Alice in Wonderland" on the Hallmark Hall of Fame October 23 over NBC-TV.*

"Demaret Show" Proves the Teaching Value of TV

Producer J. Milton Salzburg of the "Jimmy Demaret Show" looks over the shoulders of the great Bobby Jones, left, and Jimmy Demaret, at the Augusta National Golf Course.

This writer, television viewer and ever-hopeful golfer, has been down Broadway a bit the past week to do a bit of looking at a couple of golf subjects—and came away mightily impressed with TV generally as a medium for this sort of teaching, and with this particular series. Our host, pictured above with a couple of golf's royalest royalty, past and present, was J. Milton Salzburg, president of Award Television Corporation, which produced "The Jimmy Demaret Show."

For those utterly ignorant persons who have no background whatsoever, Jimmy Demaret is not only one of the most successful golfers of the "middle group" between the real veterans and the new crop of youngsters, he also is the sartorial wonder of the golfing world, a personable, pleasant chap under any and all circumstances, and incidentally a most articulate individual, which makes his handling of such subjects as these a joy to watch.

The thirteen 15-minute subjects, filmed in color, by the way, take up various phases of the game, ranging from the grip, on through stance, back swing, down swing, trouble shots, the long and short irons, wood play, trick shots, unusual lies, putting, etc. And each of the subjects interlards the instructive element with pleasant, entertaining and interesting conversation between Jimmy and a notable who pertains to golf, such as Byron Nelson, Bobby Jones, Sam Snead, Cary Middlecoff, Ted Williams, Bob Hope, Bing Crosby. The subjects have been filmed on outstanding courses, making an effective backdrop.

Currently in work, says Mr. Salzburg with a measure of pride, is another series of 13 subjects, also to be available in color. The first group already has played in 67 markets over the country since it became available last February. The scripts are credited to Bob Brumby, and a good job, but to Jimmy Demaret goes credit for polished delivery, usable instruction (and there are millions of golfers) and an engaging personality which comes over most happily on TV.—*C. S. A.*

Who's Where

GERALD LYONS, director of public relations and publicity for the DuMont Television Network, has left to join Carl Ruff Associates, New York public relations firm.

ALFRED MENDELSOHN, eastern manager of television and radio promotion for Universal Pictures, has been named assistant sales manager in the television department for the company's United World Films. **ERROL LINDERMAN** has been promoted to manager of the television service department of United World.

LLOYD W. DURANT has been elected president and director of creative programing and production, and **WILLIAM F. HOGAN** has been named vice-president and director of communications and engineering of Commercial Telecast Networks, Inc., New York.

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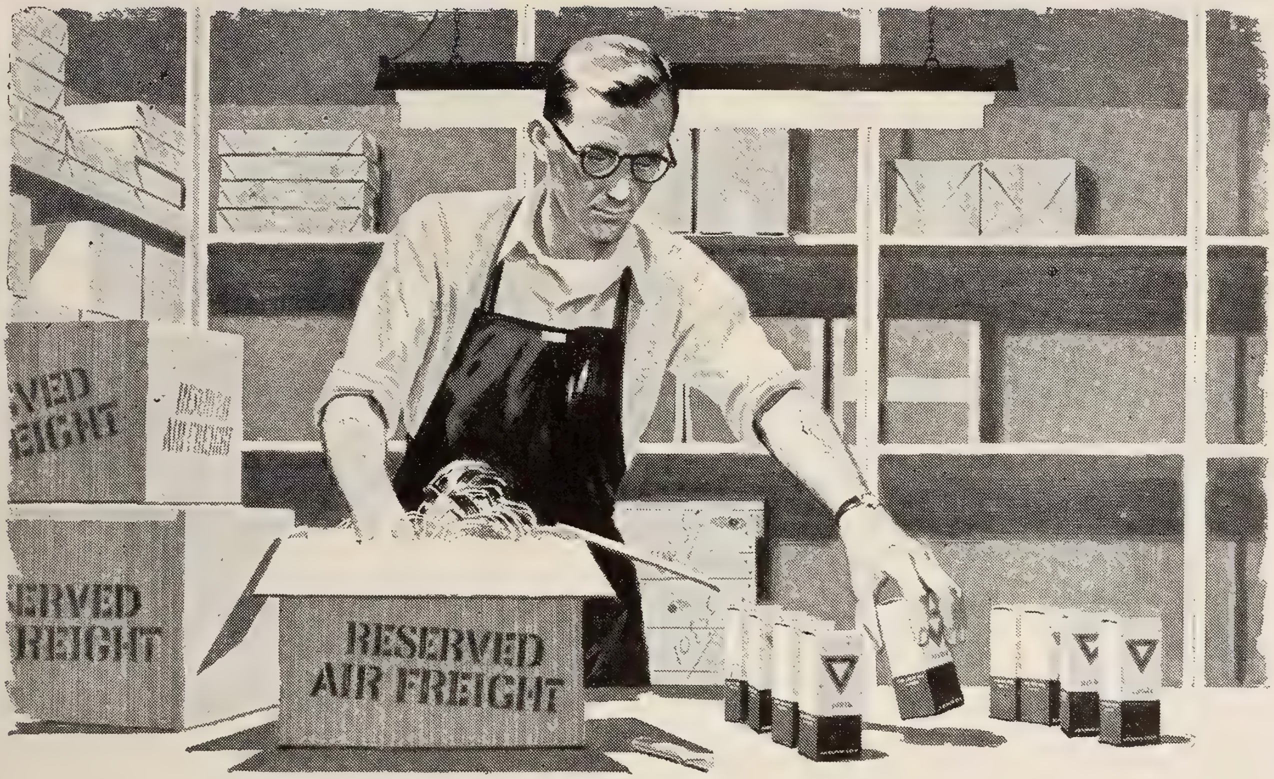
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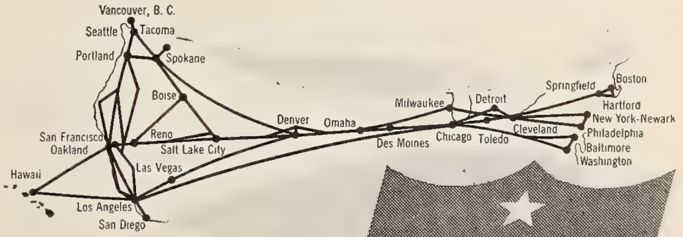
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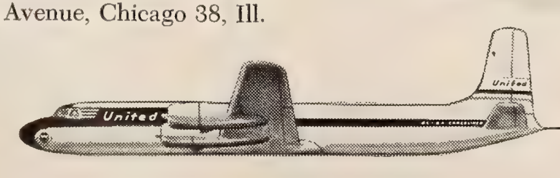
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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 71 NEW YORK, U. S. A., TUESDAY, OCTOBER 11, 1955 TEN CENTS

Lieber in Charge

RKO Radio to Move Ad Dept. To New York

Will Move Headquarters From Coast on Monday

From THE DAILY Bureau

HOLLYWOOD, Oct. 10. – With Perry Lieber as national director, RKO Radio will move its advertising department from Hollywood to New York, it was announced today by Daniel T. O'Shea, president, who is here on his first visit since the purchase of the company by General Teleradio, Inc. Lieber will leave here next Monday to make his permanent headquarters at the New York home office.

Lieber formerly was national director of publicity and exploitation. In his new position as head of the entire

(*Continued on page* 5)

6 Executive Changes Are Announced by Fox Inter-Mountain

Special to THE DAILY

DENVER, Oct. 10.–Six executive changes in Fox Inter-Mountain Theatres were announced this week by Robert W. Selig, division manager of Fox Inter-Mountain. Among these is the announcement of a new film buyer.

William Agren, heading the book-

(*Continued on page* 5)

May Widen Applicability Of 16mm. Documents

From THE DAILY Bureau

LOS ANGELES, Oct. 10. – Upon conclusion of goverment presentation in the 16mm. case, probably tomorrow, government counsel Samuel Flatow will move, it is reported, to make all documents he has entered in evidence as pertaining to any single defendant accepted as evidence applying to all.

It is believed a court ruling regarding this motion will have an important bearing on the goverment's case.

NT's Acquisition of Nev. Drive-in Okayed

Federal Judge John W. Clancy yesterday signed an order here agreeing to National Theatre's application for permission to acquire the 1,200 car Nevada Drive-in Theatre at Las Vegas, Nev. There was no opposition to the bid.

Maurice Silverman, representing NT, told the court that the acquisition would not result in any unfair competition.

AA Looks to New Projects

From THE DAILY Bureau

HOLLYWOOD, Oct. 10. – Stockholders of Allied Artists Pictures Corp. will meet here on Nov. 9 to consider and act upon a proposal to amend the company's certificate of incorporation to increase the authorized capital stock from 1,650,000 shares to 3,150,000.

The AA directors will ask for the

(*Continued on page* 4)

Curtain Is Raised On 'Oklahoma!'

The first of three invitational premieres of "Oklahoma!" in Todd-AO was presented here last night at the Rivoli Theatre, the guests being primarily important industry people,

(*Continued on page* 4)

DuMont Holders OK Program to Revise Stock Structure

Special to THE DAILY

CLIFTON, N. J., Oct. 10.–A program to revise the capital and corporate structure of Allen B. Du Mont Laboratories, Inc., in which Paramount Pictures has a stock interest, was approved here today at a special stockholders meeting. Paramount owns all of Du Mont's Class B stock and some of its Class A stock.

The program also provides for the company "to spin off" stock of the Du Mont Broadcasting Corp. The approved program provides that common stock of the Du Mont Broadcasting Corp. will be distributed to the common stockholders of Allen B. Du Mont Laboratories, Inc., in a ratio of one to two-and-one-half.

The Du Mont Broadcasting Corp.

(*Continued on page* 4)

Submits Revised Exposition Plan

A revised plan for a motion picture industry exposition in 1956 at the New York Colosseum was made public here yesterday by Fred Pittera, the exposition producer who was associated with the 1952 proposal to hold such an event.

Pittera, in an introduction to his 61-page outline, said he had brought up to date his original presentation, prepared for a 1952-planned exposition here in Grand Central Palace. The revised plan for the September,

(*Continued on page* 5)

REVIEW:

OKLAHOMA!

Magna—Todd-AO

The famed Rodgers & Hammerstein "Oklahoma!," brought to the screen by Magna Theatre Corp. as the first production in the new Todd-AO process, is a big, luxury item, likely to make as much box office noise at motion picture theatres in the next several years as its progenitor did "live" for many, many stages up to now.

A big production in an important new process, "Oklahoma!" is another instrument for attracting added attention to motion pictures and winning new followers for the screen. And it may be said with considerable certainty, there is much about it to reward all those whose attention it commands.

Equally important among the film's properties are the magnificent

(*Continued on page* 4)

To Review Case

Multi-Station Ownership to SupremeCourt

To Act on Limitations Ruling of the F.C.C.

By J. A. OTTEN

WASHINGTON, Oct. 10 – The Supreme Court today agreed to say whether the Federal Communications Commission can limit the number of radio and television stations that can be owned by one person or company.

It said it would review a decision of the Court of Appeals for the District of Columbia, which had held that the Commission did not have power to automatically deny an application for a new station by a group already owning a certain number of stations.

The FCC rule is that one person or company cannot control more than

(*Continued on page* 5)

V.C. Officers to Map Convention Plans In N.O. at Weekend

The agenda of the 1956 convention, to be held at the Waldorf-Astoria Hotel in New York in May, will be among business items to be discussed at the mid-year meeting of the international officers of Variety Clubs International, set for Friday and Saturday at the Roosevelt Hotel in New Orleans.

Tent No. 45 will be host to the

(*Continued on page* 5)

Johnston Due from Overseas at Weekend

From THE DAILY Bureau

WASHINGTON, Oct. 10. – Motion Picture Association president Eric Johnston may return from his European-Mid-Eastern trip this coming week-end, an MPAA official said. He noted that Johnston is scheduled to speak next Monday at the New York "Herald Tribune" forum in New York, and said that so far there's been no request from Johnston in Cairo to cancel the engagement.

PERSONAL MENTION

HOWARD DIETZ, Loew's, Inc., vice-president, is scheduled to return to New York today from the Coast.

•

PHIL LARSCHAN, editor at Transfilm, Inc., is the father of a boy born to **MRS. LARSCHAN**, at Bushwick Hospital, Brooklyn.

•

FRANZ WAXMAN, composer and conductor, will leave New York today aboard the "Cristoforo Colombo" for Genoa.

•

NORMAN KATZ, manager of foreign sales for Associated Artists Productions, has returned to New York, completing a trip around the world.

•

A. J. **BRONSTEIN**, of Bronstein Drive-in Enterprises, Hartford, has returned there from a trip through the South.

•

EDWARD CUTLER, Allied Artists salesman in Cleveland, and **ARLENE BERGMAN**, of Elyria, will be married on Oct. 22.

•

NAT LEVY, RKO Radio Eastern and Southern division sales manager, left here yesterday for Dallas and Oklahoma City.

•

LEO GENN will arrive in New York from London tomorrow via B.O.A.C.

Rosthal, Executive Of Loew Int'l, Dies

Funeral services were held here yesterday at the Riverside Chapel for Joseph Rosthal, secretary and general counsel of Loew's International Corp., who died on Friday in the New England Deaconess Hospital, Boston, following an operation. His age was 56.

In respect to his memory, offices of Loew's International were closed yesterday afternoon.

He joined Loew's in 1938. Prior to that time, he had represented Loew's on international legal matters and in 1936 accompanied Arthur M. Loew, president of Loew's International, to South Africa as attorney.

In 1932-33, he made a now famous round-the-world trip with Loew in a single-engine Lockheed plane, the first such trip attempted by international film executives surveying the world market.

No Paper Tomorrow

MOTION PICTURE DAILY will not be published tomorrow, Columbus Day.

Set 11 Openings for 'Dolls' in Nov., Dec.

Starting with the world premiere at the Capitol here on Nov. 3, M-G-M has set 11 openings in November and December for Samuel Goldwyn's "Guys and Dolls." Two of the 11 premiere engagements will be for the benefit of hospitals. The first will be held in New York where the entire receipts (estimated at $35,000) will go toward the Will Rogers Memorial Hospital and Tuberculosis Research Laboratories at Saranac Lake, N. Y., and the second will be held at the Paramount Theatre in Hollywood, Nov. 22 to raise funds for the Cedars of Lebanon Hospital in Los Angeles.

Following the public opening of "Guys and Dolls" at the Capitol, here on Nov. 4, the other 10 public premieres to follow are: the Astor, Boston, Nov. 10; Chicago, Chicago, Nov. 11; Randolph, Philadelphia, and Keith's, Washington, Nov. 16; Stage Door, San Francisco, Nov. 17; Paramount, Hollywood, Nov. 23; Adams, Detroit, Nov. 24; Orpheum, New Orleans; Riverside, Milwaukee, and Keith's in Cincinnati, all on Dec. 23.

See Industry Faring Well in Crime Probe

From THE DAILY Bureau

WASHINGTON, Oct. 10. – The motion picture industry will fare far better than did the television industry at the hands of the Senate Judiciary subcommitte studying juvenile delinquency.

The subcommittee, headed by Sen. Kefauver (D., Tenn.), has been studying the effects of crime and horror films and TV programs on teenagers, in connection with an over-all study of juvenile delinquency. An earlier report on hearings on TV programs blasted the TV industry for the quality of programs.

According to reliable information, a report due later this year on motion picture programs and advertising will have some substantial criticisms of the industry but will also have many good words for it.

John Davis Coming For IFFPA Meeting

From THE DAILY Bureau

LONDON, Oct. 10. – John Davis, managing director of the Rank Organization and president of the British Film Producers' Association, plans to fly to America on Nov. 4 to attend a meeting in Washington of the administrative council of the International Federation of Film Producers' Associations. Davis will be accompanied by Sir Henry French, BFPA's director-general.

The meeting is being held in Washington at the suggestion of Eric Johnston.

Sound Equipment To the President

From THE DAILY Bureau

DENVER, Oct. 10.—Simplex sound and projection equipment, the latest model, flown in by National Theatre Supply, have been installed in the eighth-floor suite in the Fitzsimons Army Hospital being occupied by President Eisenhower. No date has been set that the doctors will allow Eisenhower to view a film, but Mrs. Eisenhower saw "Seven Year Itch" to try out the equipment.

The equipment was sent from National's Cleveland office. Frank Masek, NTS branch manager, just happened to have all the needed equipment on hand.

IATSE and AMPP Open Negotiations

From THE DAILY Bureau

HOLLYWOOD, Oct. 10.–Richard Walsh, president of the IATSE, this afternoon opened contract negotiations with Charles Boren, president of the Association of Motion Picture Producers following a meeting with business agents of all IATSE studio locals last Saturday.

Although 14 principal demands are to be pressed by the IATSE, foremost among these, it is understood, are the reduction of the Hollywood standard to a five-day week, and agreement for five per cent of the grosses from re-issues and from the sale of theatrical pictures to television, to be paid into pension fund.

Negotiations are expected to consume several weeks.

Universal Earnings Remaining Steady

Universal Pictures expects to earn "about the same or slightly more" in the fiscal year ending on Oct. 30 as in 1954 when the film company earned $3,797,688 or $3.58 per share, according to "Wall Street Journal" reports.

The studio will have released between 26 and 28 features this year, a pace it has maintained in the past few years and intends to keep it up in 1956, the Wall Street sources said.

Plouff Was Victim Of Airline Crash

DENVER, Oct. 10.–A. J. Plouff, 41, merchandising supervisor for Fox Inter-Mountain Theatres in seven Rocky Mountain States, was killed in last week's United Airliner crash. Plouff was flying from Denver to Salt Lake City on a business trip when the plane hit a mountain near Laramie, Wyo. He is survived by his wife Jane, two children, and his father and mother.

... NEWS ROUNDUP

Theatre Being Remodeled

The Milo Theatre in Rockville, Md., which was recently purchased by the newly-formed ORBO Corp. from the Sidney Lust interests, has been renamed the Villa Theatre and will reopen by Nov. 1, house manager Ed Linder reports.

■

'Brunettes' Follow 'Hunter'

"Gentlemen Marry Brunettes" will have its New York premiere during the first week of November at the Mayfair Theatre here following the engagement of "Night of the Hunter."

■

Run 'Dollar' Policy

Lou Lipman and Morris Keppner, operators of the Mansfield Drive-In Theatre at Willimantic, Conn., are running a "Dollar a Car" night policy on Mondays and Tuesdays for the remainder of the season, saying they have inaugurated the policy "in appreciation of friendly patronage."

■

Theatre Becomes Warehouse

The one-dark 800-seat Astor Theatre, East Hartford, Conn., has been leased to a furniture concern which turned the former playhouse into a warehouse.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
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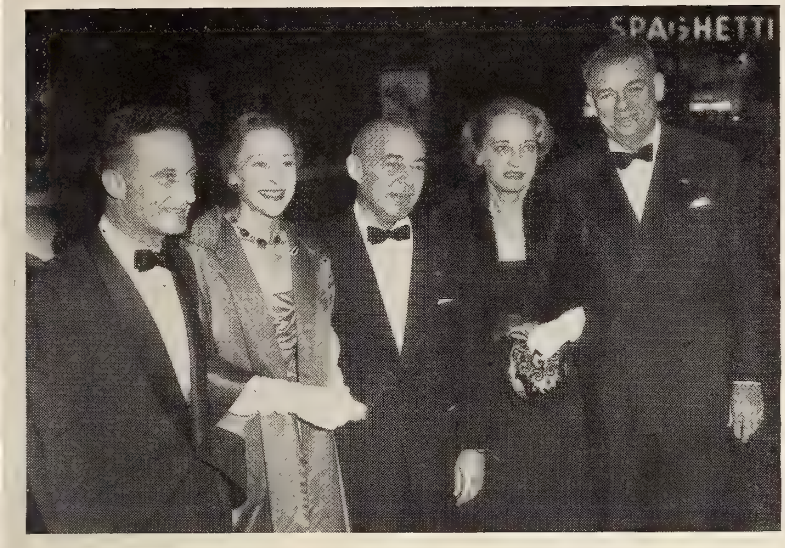
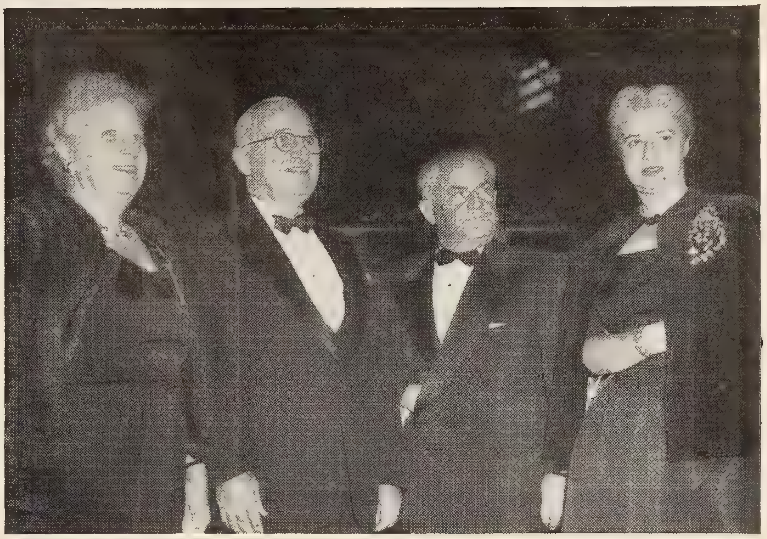
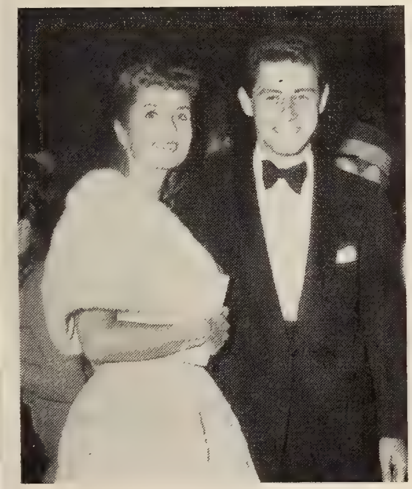
"OKLAHOMA!" in TODD-AO Bow



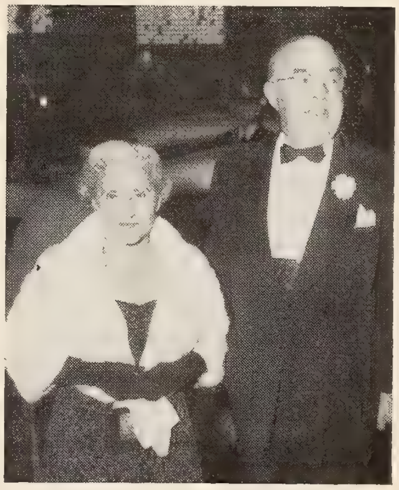
The famous Broadway comedy team who originally produced "Oklahoma!" for the stage 12 years ago, now are motion picture producers. The first screen production of "Oklahoma!" was cheered by audience and press at its world debut last night. Left to right are: Fred Zinnemann, Mrs. Richard Rodgers, Rodgers, Mrs. Oscar Hammerstein, and Hammerstein.



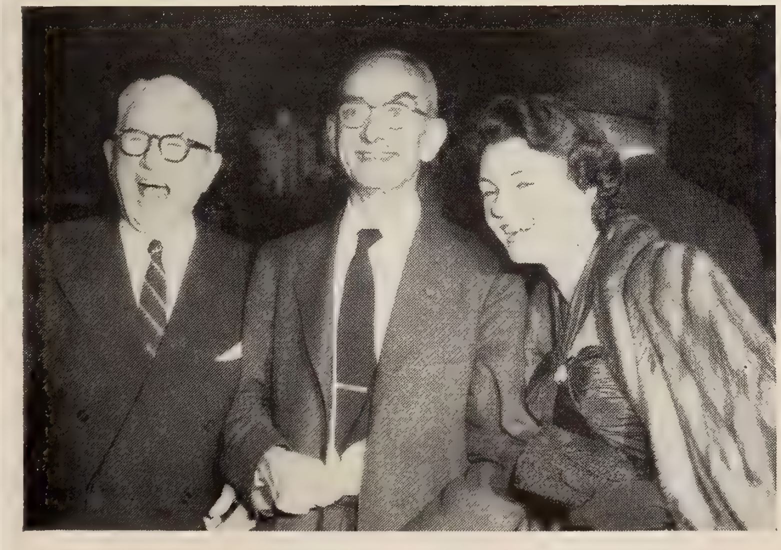
Former President and Mrs. Harry Truman headed a capacity audience of famous names that packed the Rivoli Theatre on Broadway last night as the first night to start the three-night world premiere of the Rodgers and Hammerstein "Oklahoma!" produced in the new motion picture process, TODD-AO. Shown left to right are Mrs. Truman, Mr. Truman and Judge and Mrs. Samuel I. Rosenman.



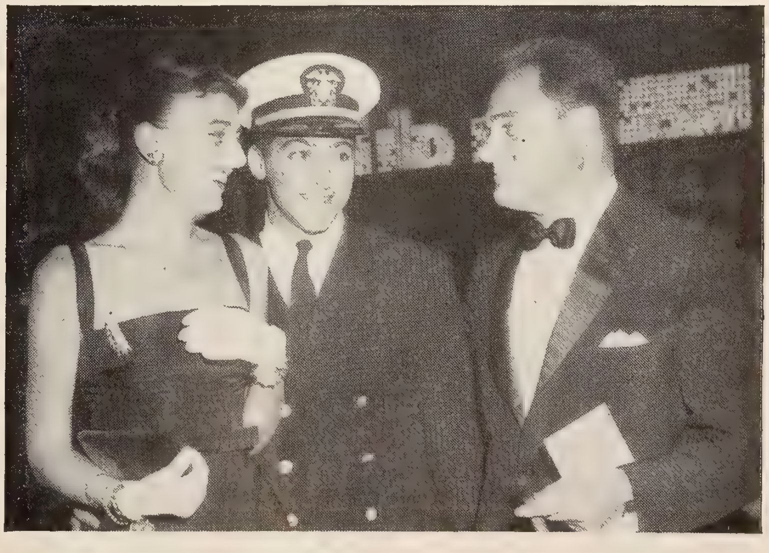
America's most publicized newlyweds, Eddie Fisher and Debbie Reynolds, film star, join the throng of notables at the world premiere of "Oklahoma!".



Among the prominent industry executives attending the premiere was Jack Cohn, Columbia Pictures president, pictured at the right with Mrs. Cohn.



Among those at the premiere were, left to right, Edward H. Rowley, Sr., vice-president of United Artists Theatre Circuit, Inc.; Dr. Brian O'Brien, of American Optical Co., who directed the development of TODD-AO, and Mrs. Rowley.



Mike Todd, Jr., and Mrs. Todd, left, pause for a moment under the marquee of the Rivoli Theatre to greet Mike Todd, right, a short while prior to the premiere showing of "Oklahoma!" in the TODD-AO process.

(Advt.)

PEOPLE

Harriet Kaplan and **Lily Veidt** will leave the Robert Lantz Agency to join the Henry C. Brown Agency of New York on Nov. 1.

□

John G. Capstaff, a retired Eastman Kodak Co. research scientist whose explorations and inventions made possible the home film industry, was elected an honorary member of the Society of Motion Picture and Television Engineers at the society's annual meeting in Lake Placid.

□

Robert W. Selig, head of the Fox Inter-Mountain Theatres division of National Theatres, has been elected a director of the Denver Improvement Corp., which will devote its time and energy to maintaining trade in the downtown area.

□

Louis Labonte sold his interest in the Willow Theatre, Clyde, O., to his partners, **Charles Miller** and **Bruce Hoffman,** and is no longer associated with it. **H. B. Davenport** succeeded him as manager and buyer-booker.

'Deep Blue Sea' to Roll at Plaza Tonight

Diplomatic, political, social and civic figures are expected to be present for the debut of Sir Alexander Korda's CinemaScope production of "The Deep Blue Sea," a 20th Century-Fox release which will open at the Plaza Theatre here tonight under the sponsorship of the Overseas Press Club.

Korda's production is the first British-made CinemaScope film and the Plaza Theatre becomes the initial first-run "art" house in the city to convert to the anamorphic medium.

Expected to join in the premiere festivities are Sir Pierson Dixon, Margaret Sullavan, Gregory Peck, Clifton Webb, Douglas Fairbanks, Jr., Tyrone Power, Clair Bloom, Ann Todd, Claude Dauphin, Victor Moore, and others.

'In Person' Tours For 4 Col. Films

Columbia Pictures will have three stars and two promising newcomers making personal appearance tours in behalf of the company's Fall product in the course of the next few weeks, it was announced over the weekend.

The stars, Joan Crawford, Aldo Ray and Betty Garrett, and newcomers Allison Hayes and Joanne Woodward, will be on the road for a combined total of at least 12 weeks in building interest for "Queen Bee," "Three Stripes in the Sun," "My Sister Eileen" and "Count Three and Pray."

Oklahoma!

CONTINUED FROM PAGE 1

sound provided by the six-track stereophonic system, on separate film, used at the Rivoli Theatre in New York, where "Oklahoma!" was shown to reviewers yesterday, and the impressive screen image, in Eastman Color, on the theatre's 52 feet wide x 26 feet high screen, which has a curvature depth of 13 feet.

Produced on a grand scale, the added dimensions of new camera process, sound, color and projection, make a truly ambitious offering. The cast is happily chosen, all principals giving excellent performances, with such established talent as Gordon MacRae, as Curly; Gloria Grahame as Ado Annie; Gene Nelson as Will Parker, and Charlotte Greenwood as Aunt Eller, being challenged by the newcomer, Shirley Jones as Laurey. Miss Jones stands out among the best, in voice, acting, appearance and personal charm.

Others from whom Fred Zinneman's direction draws outstanding performances are Eddie Albert, as Ali Hakim; Rod Steiger as Jud; James Whitmore as Carnes, and J. C. Flippen as Skidmore.

The story, at this date, is familiar to many, being based on the rivalry between the cowboy, MacRae, and the hired hand, Steiger, over Miss Jones. In a peevish mood, the latter permits Steiger to escort her to the box social, eluding him when he attempts to make love to her en route, and arriving at the affair alone. MacRae wins her company for the rest of the evening when he outbids Steiger for Miss Jones' refreshment basket at the box social auction. During the evening the two decide to marry. At their wedding, Steiger attempts to murder them by setting fire to the hay stack which the young lovers have climbed to escape friendly tormentors, but is himself killed when knocked down by MacRae.

THE Rodgers music and Hammerstein lyrics are presented with charm and verve by the principals, the best known of the tunes coming across in fine style and enhanced by production sequences and locales impossible for the stage to duplicate.

Dance sequences by a talented troupe headed by James Mitchell and Bambi Linn are pleasing for the most part. In at least one instance, it was surprising to find the dream ballet in a brothel elaborately featured in this production which contains such a generous amount of Western, and American, folklore. That, together with a scene showing Miss Jones disporting herself nude in a river; repeated references to nudity in various pictures, and the obvious implications of the lyric "I Can't Say No," put the production in the adult category.

Dances were staged by Agnes De Mille. Sonya Levien and William Ludwig wrote the screenplay. Lynn Riggs adapted from the original Theatre Guild production of the Rodgers & Hammerstein stage musical. Arthur Hornblow, Jr. produced.

Initially the picture will be shown in specially equipped theatres on an advanced price, reserved seat policy. It is being given three invitational premieres on as many evenings this week in the specially refurbished Rivoli Theatre, where a 10-minute intermission is provided about midway through the film's running. It will open to the public there on Thursday. Running time (without intermission), 125 minutes. Adult audience classification. Release, not set.

SHERWIN KANE

Curtain Is Raised

(*Continued from page* 1)

members of the press who did not see the initial screening yesterday morning and others.

Tonight Oklahoma's Governor Gary will lead a cavalcade of surreys from the St. James Theatre on 44th Street to the Rivoli. The state's two Senators and six Congressmen, together with Governor Gary's cabinet will ride in the vehicles. A series of ceremonies will take place in front of the theatre, and will be conducted partly by the producers, Rodgers and Hammerstein.

Among the guests of the state of Oklahoma will be Federal judges, governors of other states as well as business and civic leaders from all parts of the country.

A.A. Projects

(*Continued from page* 1)

additional stock authorization because that stock may be used in the acquisition of other businesses. The board believes it would be to the best interests of the company to expand the scope of Allied Artists activities by acquiring interests in other enterprises. The company stock should also be available for the purpose of assisting in negotiating with outstanding and leading personalities.

The AA holders will also elect a board of 10 directors, consider and act upon a proposal authorizing a stock purchase plan for the sale of 172,000 common shares to certain key employees, and to consider, act

Under proposed amendment, there upon and transact other business.

will be added 1,500,000 shares of common stock of par value of $1 per share and the new stock will enjoy the same privileges and restrictions and limitations as are presently applicable to the 1,500,000 shares of common and the 150,000 shares of preferred stock of the par value of $10, presently authorized, the board of directors state in the proxy statement sent to AA stockholders.

Du Mont

(*Continued from page* 1)

owns and operates television stations WABD in New York City and WTTG in Washington, D. C., and the Du Mont Television Centre in New York City. The authorized spin-off will go into effect after action by the board of directors and approval by the Federal Communications Commission. Paramount's representatives on Du Mont Laboratories include Paramount president Barney Balaban, Paul Raibourn and Edwin L. Weisl, Paramount vice-president and director, respectively.

Mutual Benefit Claimed

"By this move," stockholders were told, "the entertainment and showmanship areas of the operation will be concentrated in the broadcasting corporation and will be separate from the research and manufacturing areas of the laboratories. Each will be in a better position to capitalize on and realize its potential."

Under the second provision of the program, classes A and B of common stock will be reclassified into one new class of common stock on a share for share basis. The authorized number of shares of common stock was increased from three million to five million shares, making shares available for financing or acquisitions should favorable opportunities arise in the future. The par value will be one dollar per share instead of ten cents per share.

This simplification of the capital structure eliminated the previous dual element by which each class of common stock had prerogatives in veto power over corporate action and in the election of directors and officers, it was explained.

Board to Elect Officers

By a third provision, which was approved, all officers will be elected by the board of directors, the number of directors will be increased from eight to ten, and the office of chairman of the board was created. Today's approval of the program confirmed the election by the directors of Dr. Allen B. Du Mont, founder and president of the company, as the first board chairman.

In his new capacity, Dr. Du Mont will devote himself more fully to the scientific and research aspects of the business and be burdened less with operating detail.

A proposed new employment agreement with Dr. Du Mont, based upon his long-term future services as a full-time executive until the end of 1966 and as a consultant for ten years thereafter also received approval.

Exposition

(Continued from page 1)

1956, exposition, Pittera continued, is "for consideration by the designated sponsors of the proposed exposition for 1956."

Official Backing Absent

According to information gathered yesterday, the plan appeared to have no official industry backing. A spokesman for the Council of Motion Picture Organizations said that the industry organization was not associated with the plan. Officials of Theatre Owners of America and Theatre Equipment and Supply Manufacturers Associations could not be reached for comment. TOA and TESMA are jointly sponsoring a September, 1956, exposition at the New York Colosseum in conjunction with the TOA convention.

The theme of the exposition, according to the outline, would be "Celebrating 67 Years of the Motion Picture Industry in the United States."

Cites Industry Expansion

Calling for industry support of the plan, Pittera maintained that the motion picture industry should now take full advantage of its rapidly expanding horizons and set the course for the future.

The outline for the proposed two-floor exposition detailed the appeal to the public, press and magazines. The 61 pages were divided into three sections, with chapters devoted to possible general exhibits, financing, suggested exposition tours, floor plans and neighborhood theatre tie-ups.

MPIC Names 8 for Forum Wednesday

From THE DAILY Bureau

HOLLYWOOD, Oct. 10.—The Motion Picture Industry Council today announced that the panel for Wednesday night's industry forum, discussing "How Best to Use Available Talent for the Betterment of Production," will consist of Samuel G. Engel, Screen Producers Guild; George Seaton, Screen Directors Guild; John Lund, Screen Actors Guild; James Bellah, Screen Writers Guild; Paul Groesse, art directors; Charles Clarke, ASC; Folmer Blangsted, American Cinema Editors, and John Allberg, sound technicians.

Launch Studios' Aid For PCC Campaign

From THE DAILY Bureau

HOLLYWOOD, Oct. 10.—With Y. Frank Freeman the first to call a meeting with drive captains at the Paramount studio this morning, and with Dore Schary following suit at noon at M-G-M, the major studio heads today launched a series of meetings intended to marshal the full personnel of the production branch of the industry behind the Permanent Charities Committee's 1956 campaign, which starts Wednesday.

Toledo Drive-ins Ease 'Price War'

Special to THE DAILY

TOLEDO, Oct. 10. — The drive-in theatre admission price war here has been eased, with several going back to their original scale. The Jesse James and Maumee are back to 75 cents admission charge, after hitting a 25-cent low. The Miracle Mile is advertising 65 cents admission. The Dempsey houses, the Telegraph, Starlite and Paradise have resumed a 50-cent top—the price that prevailed last year—and the Toledo Drive-In is also back on the 50-cent beam.

Multi-Station

(Continued from page 1)

seven radio stations, seven FM stations or five TV stations. Storer Broadcasting Co., which owned five TV stations, applied for a sixth, had its application rejected immediately, and then went to court.

The appeals court said the FCC should at least let Storer participate in a hearing. It said the Commission might later find that the sixth station would give Storer too much power but that the Commission could not arbitrarily set across-the-board limits. The FCC appealed to the high court, and the justices today agreed to review the matter.

The Supreme Court did not act today, its first business session of the 1955-56 term, on two pending film cases—one challenging the constitutionality of the Kansas film censorship law and the other involving a dispute between the distributors and a group of Rhode Island exhibitors. The court will meet again next Monday to hand down orders, and may act on those cases at that time.

V.C. Officers

(Continued from page 1)

officers, with Don Brandon acting as chairman of the arrangements committee. Brandon said business meetings will be held in the International Suite of the hotel, with get-togethers scheduled for both days.

On Saturday international officers will hold a morning meeting, then visit the Crippled Children's Hospital and see the Tulane-Mississippi football game that afternoon. Luncheons and social affairs will also be held during the two-day conclave.

MPIC Meets Today To Back Curtis Bill

From THE DAILY Bureau

HOLLYWOOD, Oct. 10. — The Motion Picture Industry Council committee supporting the Curtis bill, which seeks to establish an average income over a long period rather than individual-year earnings as a basis of talent's taxes, will hold its first meeting tomorrow afternoon, with a similarly intentioned Screen Actors Guild committee sitting in on the discussions.

Intermountain

(Continued from page 1)

ing department, has been promoted to the post of film buyer for the Inter-Mountain division of National Theatres, Inc., Selig said. Agren joined the Inter-Mountain group in 1929 as Southern district booker.

Si Sanders will succeed Agren as head of the Northern district booking department. Sanders has been with the organization for 26 years.

Henry C. Fischer replaces Sanders as booker for the Inter-Mountain southern district. Fischer has been head of Inter-Mountain's film statistical department for the last six years.

Tony Ceranich, recently with the Fox West Coast Theatres, has been promoted to the position of head of the film statistical department. Ceranich has been assistant to Fischer in this department for the past year.

The Inter-Mountain division manager also named Warren Beier as special assistant to M. C. Glatz in the construction detail for the large chain. Beier has had seven and a half years experience as an engineer and planning supervisor with the Sturgeon Electrical Co. in Denver.

Albert Hopkinson, another film business veteran, joins Fox Inter-Mountain as assistant to Ralph Pizza in the Salt Lake booking department.

22 Exhibitors Join TOA Executive Unit

LOS ANGELES, Oct. 10.—Twenty-two exhibition officials from all parts of the United States were named to the executive committee of Theatre Owners of America by the national exhibitor group's board of directors during its meeting at the Hotel Biltmore here.

Named to the TOA executive committee, which is chairmaned by Alfred Starr of Nashville, were: Art Adamson, Portland, Ore.; Tom Bloomer, Belleville, Ill.; James S. Carbery, Little Rock, Ark.; C. E. Cook, Maryville, Mo.; Edward L. Fabian, New York; Edwin Gage, Oakhurst, N. J.; Bolivar Hyde, Lakeland, Fla.; Jack Keiler, Paducah, Ky.; Mack Jackson, Alexander City, Ala.; R. M. Kennedy, Birmingham, Ala.; M. A. Lightman, Jr., Memphis; Arthur Lockwood, Boston; Roy Martin, Jr., Columbus, Ga.; Martin J. Mullin, Boston; Robert J. O'Donnell, Dallas; J. J. O'Leary, Scranton; A. Fuller Sams, Jr., Statesville, N. C.; Jay Solomon, Chattanooga; Morton Thalhimer, Richmond; David Wallerstein, Chicago; Nat Williams, Thomasville, Ga., and R. B. Wilby, Atlanta.

Screen 'Miss Dove'

Over 165 national educational figures and opinion-makers were the guests of 20th Century-Fox yesterday afternoon for a special advance screening of "Good Morning, Miss Dove," the company CinemaScope production which will be previewed in 60 cities by mid-November. Another screening of the film will be held this afternoon.

SCTOA Project

Compo-Award Prizes Include House, Cars

From THE DAILY Bureau

LOS ANGELES, Oct. 10.—To promote interest in the first Audience Awards, the Southern California Theatre Owners Association has promoted a give-away program, which includes a new $15,000 home and two Dodge automobiles.

Harry Arthur, who is working with national chairman Elmer Rhoden by heading the Audience Awards program for Southern California, announced that 220 theatres in the Los Angeles, Orange, Riverside and San Bernardino County areas have joined together to throw all their resources into the campaign. These theatres represent circuits and independents, drive-ins and hardtops.

Coordinating the Southern California campaign under Arthur are Spence Leve and Thornton Sargent of Fox West Coast.

Everyone who casts an Audience Awards ballot in any of the theatres during Nov. 17-27 will receive a ticket for the drawing.

All Media to Be Used

With such prizes, a 20-man publicity committee, co-chairmaned by Claude Morris of Warner Bros. Theatres and Russ Brown of Fox West Coast, plan an all-out campaign in newspapers, TV and radio.

The Beverly Development Co., which is donating the house, will take weekly full page ads listing the theatres where voting can be done. They will also distribute 1,500,000 pamphlets throughout the area.

Other Southern California counties, such as San Diego, with 100 per cent theatre participation, have arranged for car give-aways. A like campaign is being planned in the Bakersfield and Kern County. In Arizona, th cities of Phoenix and Tucson are working on a similar plan.

RKO Ad Dept.

(Continued from page 1)

department, he said he did not plan any change in personnel.

Joining RKO's studio publicity department in 1930, he became publicity director in 1939 and was named national director of publicity and exploitation in 1953.

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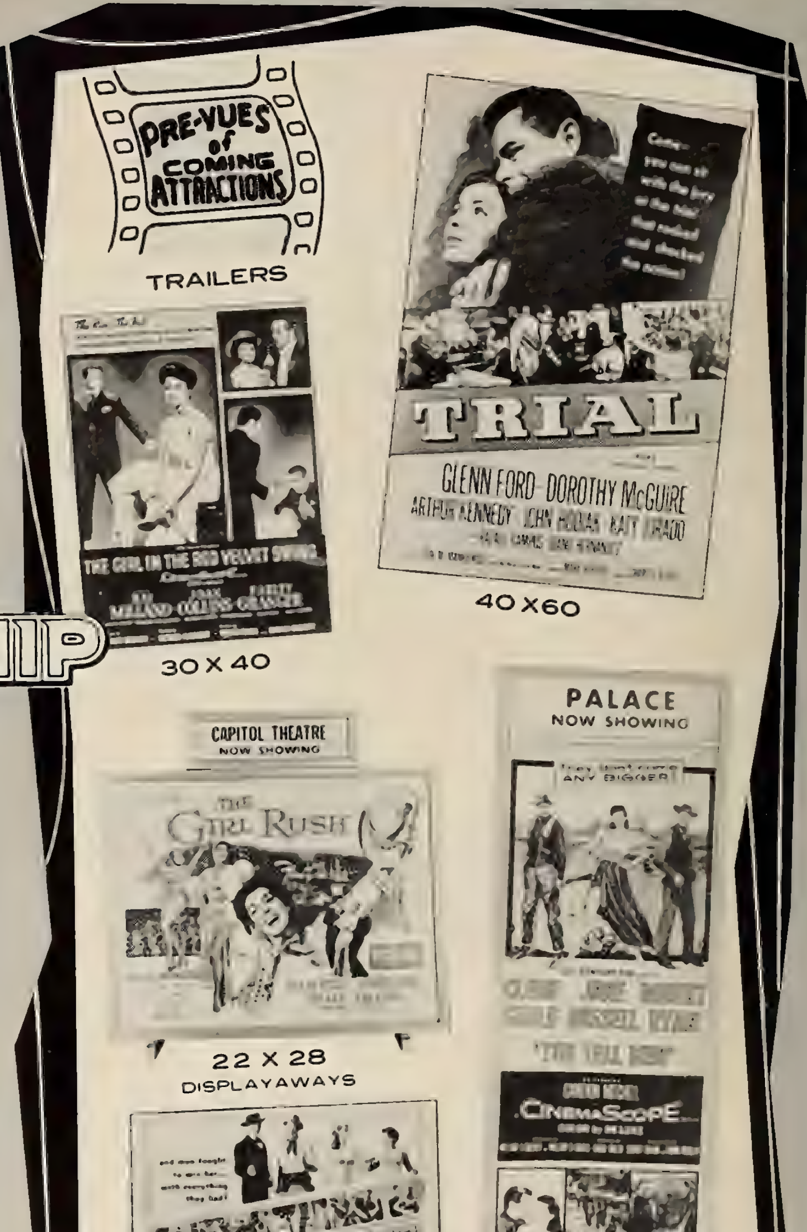

PRE-VUES of COMING ATTRACTIONS
TRAILERS
TRIAL
GLENN FORD · DOROTHY McGUIRE
ARTHUR KENNEDY · JOHN HODIAK · KATY JURADO
40 X 60
THE GIRL IN THE RED VELVET SWING
RAY MILLAND · JOAN COLLINS · FARLEY GRANGER
30 X 40
CAPITOL THEATRE
NOW SHOWING
THE GIRL RUSH
22 X 28
DISPLAYAWAYS
PALACE
NOW SHOWING
They don't come ANY BIGGER
CLARK GABLE · JANE RUSSELL · ROBERT RYAN
"THE TALL MEN"
CinemaScope
Tennessee's Partner
HERALDS
14 X 36
DISPLAYAWAYS
THE VIEW from POMPEY'S HEAD
CinemaScope
NOW SHOWING
STANDEES
STATE
NOW SHOWING
DOUBLE
11 X 14
DISPLAYAWAYS

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

GO SHOWMANSHIP DURING THE "GEO. F. DEMBOW SALES TRIBUTE", SEPT. 5-DEC. 15

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 72 NEW YORK, U. S. A., THURSDAY, OCTOBER 13, 1955 TEN CENTS

For 20th-Fox

Skouras Sees $50,000,000 Foreign Gross

Compares With 1952's Total of $41,322,000

By MURRAY HOROWITZ

A forecast that foreign grosses for 20th Century-Fox will reach an all-time high of $50,000,000 or more in 1956 was made here by Spyros P. Skouras, president, upon his return from an extended trip abroad.

Spyros Skouras

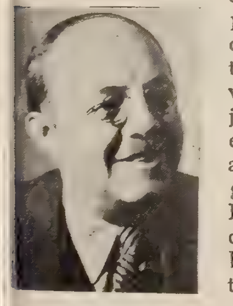
Skouras, who spent nine weeks touring the Far East, compared the estimated $50,000,000 forecast with the previous record last year of $41,322,000 realized from film rentals overseas.

Skouras opened a press conference

(*Continued on page* 6)

Col. Sales Campaign, Starting Tomorrow, Salutes Jack Cohn

Columbia Pictures' world-wide sales drive which will open tomorrow and will continue until June 28 will be conducted in honor of Jack Cohn, executive vice president and co-founder of the company, it was announced jointly by general sales manager A. Montague and Lacy Kastner, president of Columbia International.



Jack Cohn

In making the announcement, Montague and Kastner stated, "We believe that the importance of what we have

(*Continued on page* 10)

Halpern Points to Title Bout

World Series of 1957 via Theatre TV To Be Sought by Television Interests

By LESTER DINOFF

Closed circuit theatre television interests will put in a bid to the Commissioner of Baseball to present the 1957 World Series on a coast-to-coast theatre TV hook-up, according to Nathan L. Halpern, president of Theatre Network Television.

Halpern, speaking as guest of honor at the first annual Fall luncheon meeting of the New York Variety Club Tent No. 35 at Toots Shor's Restaurant here on Tuesday, declared that if there was an expansion in the number of theatres having closed circuit TV equipment within the next year, a bid for the world series would be more highly regarded and considered by the baseball head.

The television rights for the World Series currently are under contract to the Gillette Safety Razor Co. with

(*Continued on page* 8)

M-G-M to Finance And Release Films Of New Company

Metro-Goldwyn-Mayer yesterday announced an agreement with an outside producing organization, the new firm of Jonathan Productions, by which that firm will make pictures which M-G-M will finance and distribute.

Jonathan Productions is headed by David Susskind, Robert Alan Aurthur and Alfred Levy. Aurthur is a prominent television playwright. The first picture to be made under the

(*Continued on page* 10)

Jacon Resigns I.F.E. Post

Bernard Jacon, I.F.E. Releasing Corp.'s vice president in charge of sales has announced his resignation from the company effective on Friday. He will continue to serve as a consultant until Dec. 31 when his contract terminates.

This amicable arrangement was

(*Continued on page* 10)

Rep. 39-Week Net $1,333,168

Republic Pictures Corp. and its subsidiaries, yesterday reported a net profit of $2,833,168 before Federal tax provision, estimated Federal, normal and surtax of $1,500,000, or a net after taxes of $1,333,168 for the 39 weeks ended July 30.

For the 39 weeks ended July 31, 1954, Republic and its subsidiaries reported a net profit of $1,617,971 before Federal tax provision, estimated Federal, normal and surtax of $841,000, or a net after taxes of $776,971.

Sees 3 Month Wait for Cine-Miracle Cameras; Rhoden Lauds 'Oklahoma!'

Cameras for National Theatres' Cine-Miracle system should be ready in about three months, Elmer Rhoden, NT president, said here yesterday.

Rhoden, asked about production plans, pointed to NT's tie-up with producer Louis de Rochemont. In response to a question, he denied that NT is pursuing talks with the Department of Justice at this point on Cine-Miracle.

The NT president who attended the premiere of "Oklahoma!" at the Rivoli, expressed his enthusiasm for the picture, adding that he had also seen the picture screened on the Coast. He also pointed to the laudatory reviews appearing in New York papers.

Asked if "Oklahoma!" would be booked in NT houses, Rhoden said it all depends on the terms sought by Magna. Queried as to whether he has any new plans for the Roxy, NT's Broadway showcase, Rhoden said nothing except a "good string of pictures." He added that he plans no return to a stage show policy at the Roxy.

Ends Association

J. R. Grainger Leaving RKO Organization

Will Take Vacation and Later Announce Plans

By WILLIAM R. WEAVER

HOLLYWOOD, Oct. 12. – J. R. Grainger, former president and recently sales and distribution consultant to RKO Radio Pictures, has terminated his association with the film company, it was announced by Daniel T. O'Shea, RKO president, who also announced a realignment of some personnel.

J. R. Grainger

O'Shea succeeded Grainger, who was named president of RKO by Howard Hughes in 1953 under terms of a three-year con-

(*Continued on page* 8)

Kramer Named RKO Foreign Sales Chief Replacing E. J. Smith

Sidney Kramer will become foreign sales manager for RKO Radio Pictures, on Oct. 24, it was announced yesterday by Walter Branson, worldwide sales manager. Formerly RKO short subjects sales manager and RKO-Pathe general sales manager, Kramer replaces Edwin J. Smith, who resigned last week to join Allied Artists. Kramer will continue as a director of RKO-Pathe.

Sidney Kramer

During 26 years with RKO, Kram-

(*Continued on page* 10)

PERSONAL MENTION

MO ROTHMAN, United Artists Continental sales manager, has arrived in New York from Paris.

•

GRACE KELLY, ALEC GUINNESS, LOUIS JOURDAN, AGNES MOOREHEAD and other members of "The Swan" cast now in location in Asheville, N. C., will return to Hollywood today.

•

ISADOR M. RAPPAPORT, owner of three theatres in Baltimore, has left there with MRS. RAPPAPORT for a vacation in England and Italy.

•

EARL BELL, Warner Brothers branch manager in Denver, is recuperating from a heart attack.

•

ROUBEN MAMOULIAN, producer-director, arrived in New York yesterday from London via B.O.A.C. Monarch.

•

BUDDY YOUNG, syndicate contact for United Artists, will be married here on Oct. 23 to REBECCA COHEN.

•

BETTY GARRETT, Columbia Pictures actress, is in Albany, N. Y., from here.

Defense Starts Tues. In Gov't 16mm. Trial

From THE DAILY Bureau

HOLLYWOOD, Oct. 12.—The defense in the government's 16mm. antitrust trial is expected to begin presenting its case on Tuesday, it was indicated by government counsel Samuel Flatow, who yesterday introduced an additional hundred documentary exhibits relating to the asserted restraints against television by the defendants. He said he expects to end arguments before the weekend.

U-I's Revival Duo In Initial Openings

Universal-International's test revival of two of its melodramas, "Kiss the Blood Off My Hands," starring Burt Lancaster, and "Johnny Stool Pigeon" featuring Tony Curtis, is having its initial engagements at the Grand Theatre in Cincinnati, the Colonial Theatre in Dayton, the Grand Theatre in Columbus and the Hill Street Theatre in Los Angeles.

In its first five and six days at these theatres, the combination is reported to be topping some of U-I's recent new entries in these houses and as a result the combination has been booked to play first-run outlets in key cities from Coast to Coast including the Globe Theatre, New York, Memorial Theatre, Boston, and the Palace in Cleveland.

Injunction Granted In N.E. 'Bold' Suit

Special to THE DAILY

BOSTON, Oct. 12.—Federal Judge William McCarthy has granted Federal Film Co. and Albert Swerdlove a preliminary injunction restraining Filmakers Releasing Organization from withdrawing "The Bad and the Bold" from Federal, FRO's franchise holder here. Federal was instructed to post a $25,000 bond pending the final determination of the action.

Filmakers had sought to release the picture through a national distributor. The producer's counsel argued that damage to the New England franchise holders would not be irreparable and that if the injunction were granted, Federal should be required to file a $1,000,000 bond. Judge McCarthy ruled that the damage could be irreparable and ordered a $25,000 bond.

'Deep Blue Sea' Is Unveiled at Plaza

Sir Pierson Dixon, chief U.K. delegate to the United Nations, Gregory Peck, Ann Todd, Spyros P. Skouras, Louis P. Lochner, president of the Overseas Press Club, and the club's vice-presidents, Kathryn Carvens, Ansel E. Talbert, and Hal Lehrman headed the list of guests at last night's invitational American premiere of Sir Alexander Korda's "The Deep Blue Sea," at the Plaza Theatre under the auspices of the press club.

Diplomats, UN officials, and foreign correspondents joined political and social leaders at the debut of the 20th Century-Fox release—England's first CinemaScope production—starring Vivien Leigh and Kenneth More. By reason of its presentation, the Plaza Theatre became the initial first-run art house in the city to show a CinemaScope picture.

Domestic as well as international radio coverage was given the premiere through the facilities of the National Broadcasting Co., the Voice of America and the Armed Forces Radio Service.

UA's Nelson Named Halloran Manager

George Nelson, United Artists home office publicist, has been appointed general manager of Ursula Halloran & Associates, public relations organization specializing in the motion picture, television, industrial and commercial fields.

'Umberto' to Guild

"Umberto D," Italian film directed by Vittorio De Sica, will have its American premiere at the Guild Theatre here following the engagement of "Gate of Hell." Edward Harrison is presenting "Umberto D" in the United States.

Honorary Degree To Danny Kaye

Danny Kaye, who has received world-wide acclaim for his achievements as a star, will be awarded an honorary degree of Doctor of Humanities from the American International College in Springfield, Mass., according to John F. Hines, president of the college. The degree will be awarded to Kaye at the college's 70th anniversary convocation on Oct. 20, in recognition of the film star's work for the United Nations Children's Fund.

UK Censor Repeats Warning on Violence

From THE DAILY Bureau

LONDON, Oct. 12.—Writing in the "Cine Technician," journal of the Association of Cinematograph and Allied Technicians, A. T. L. Watkins, secretary of the British Board of Film Censors, delivers another rebuke to producers, British and American, who trade in sadism and unnecessary violence; giving plain warning also that his board will not hesitate to take increasingly drastic action against continuing offenders.

There has been some improvement, the BBFC secretary concedes, but the improvement has been relative and not by any means sufficient and Watkins cites surprising figures in support of his thesis. In 389 feature films examined during the first seven months of 1955, he says, 624 cuts either major or minor had to be made. Of these cuts 275 were necessary to remove excessive violence or cruelty. This means that not only 44 per cent of the cuts currently being made by the Board came under the heading of "Violence," but that in 275 instances in seven months the Board's clear warnings had been disregarded.

Universal Releases For Year Total 32

A story on Universal Pictures' prospects for the current year published by the "Wall Street Journal" and quoted in MOTION PICTURE DAILY on Tuesday said Universal would release between 26 and 28 features this year.

A Universal spokesman said the company will have 32 releases this year.

No 'Teeners' at 'Camera'

MEMPHIS, Oct. 10.—The Memphis Board of Censors has banned "I Am a Camera" from Memphis teen agers.

Lloyd T. Binford, censor chairman, said the three women members of the board turned down the picture. Binford said it was not necessary for him to vote on it.

Led by Governor

'Sooners' Hail Premiere of 'Oklahoma!'

The area in front of the Rivoli Theatre here on Tuesday night was "blocked off" from the State of New York and was designated "Oklahoma Territory" as festivities, principally by a delegation of more than 200 Oklahomans who had accompanied their Governor, formally initiated the film "Oklahoma!" in Todd-AO. It was the actual world premiere of the picture, despite the preview for the press and national dignitaries on Monday night, and there was another one last night—a society $50-per-seat affair.

Gov. Raymond Gary of Oklahoma, with his senators, congressmen and cabinet members, arrived in a parade of surreys, while "Sooners" who came up from the Sooner State arrived in Carey busses.

The Oklahoma State flag was hoisted to the top of the Rivoli by the Governor, while bands played, crowds cheered, groups sang and cameras clicked and rolled.

Rudich Returns

Nat Rudich, radio and television contact for United Artists, has returned to New York from Paris following promotional conferences on the sets of Norman Krasna's "The Ambassador's Daughter" and Hecht-Lan-

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PEOPLE

Ray Fuller, formerly manager of the Lisdon and Globe Theatres in Dallas, is the new manager of the Red Bluff Drive-in Theatre in Houston.

□

Mrs. Ottilie Fearing will resume her duties as manager of the Stanley Warner Avon in Utica, N. Y., tomorrow after a maternity leave. She recently became the mother of a daughter.

□

Barry Hersh will return to his former position as film director at WKRC-TV, Cincinnati, following his honorable discharge from the Navy. Hersh spent two years with the Naval Photographic Center in Washington, where he edited training film and TV shorts for public consumption.

□

Arthur T. O'Brien has been named manager of Lockwood and Gordon's Webb Playhouse in Wethersfield, Conn.

□

Johnny Green, M-G-M studio music head, attended the San Francisco Opera's American premiere of William Walton's "Troilus and Cressida," made personal appearances on local TV, and met the press telling of the forthcoming product.

□

Frank Manenti, Loew's Stillman manager in Cleveland, will succeed **Max Mink** as Audience Award poll exhibitor chairman. The coming engagement of **Danny Kaye** at the RKO Palace prevents Mink from giving the drive the necessary time.

Consider Japanese Loan at Meet Here

Further clarification on the proposed $7,000,000 Japanese loan was sought by foreign managers at Tuesday's meeting of the Motion Picture Export Association.

Questions relating to the proposed loan by the American film industry will be forwarded to Irving Maas, MPEA Far Eastern director, now in Tokyo. An MPEA spokesman, in relating what transpired at the meeting, pointed out that the Japanese loan is still in the very early stages of negotiations.

The meeting also heard a report by Griffith Johnson, MPEA vice-president, who recently returned from Europe. Johnson was said to have informed the foreign managers of proposed compensation deals in Italy, as well as reporting on film matters in Spain, Greece, Germany, and Denmark.

'Oklahoma!' Wins Highest Laurels of N.Y. Critics

Rarely are the film critics of the New York newspapers unanimous in their praise of a picture, but they apparently came as near to that as they ever have when they sat down to their typewriters to impart their reactions to "Oklahoma!" to the public. Both the production and the Todd-AO process received critical acclaim from a majority of them in the reviews which appeared in yesterday's editions.

While Bosley Crowther in the "Times" touched upon what he considered some minor flaws in the mechanism, they "do not begin to outweigh a superlative screen entertainment, which is endowed with excellent sound," he wrote. Further, he said: "A full-bodied 'Oklahoma!' has been brought forth in this film to match in vitality, eloquence and melody any musical this reviewer has ever seen."

In his lead-off paragraph, Crowther wrote: "At long last, 'Oklahoma!' the great Richard Rodgers-Oscar Hammerstein 2d musical show, which ran for more than five years on Broadway, has been brought to the screen in a production that magnifies and strengthens all the charm that it had upon the stage."

Justin Gilbert in the "Daily Mirror" summarized his opinion in a feature head to the review which stated: " 'Oklahoma!' Wins All the Superlatives. Big, beautiful and spectacular in Todd-AO, it is monumental canvas by a master." Continuing, Gilbert wrote, "The usual limitations of a stage vehicle have been swept aside in favor of unrestrained lavishness and the entire production has been embellished and refurbished to give it a spectacular grandeur heretofore unknown."

William Zinsser's notice in the "Herald Tribune" was in keeping with those of the others, but he added this touch: "The figures on the screen are tremendous, and the close-ups are so sharp in detail that the texture of skin and clothing, the sheen of a girl's hair, are almost real enough to touch. The colors are vivid, and the movie has many striking landscapes, with red barns, yellow cornfields and faraway mountains hazy blue in the late afternoon."

Said Kate Cameron in the "Daily News" in her four-star rating: "The Rodgers and Hammerstein musical is a fine instrument for the introduction of Todd-AO. The story is appealing, the dancing lusty and gay, the Rodgers score still as enticing as when it was first heard in the spring of 1943, and the cast is as remarkably good as the creators of the various roles on the stage."

The afternoon papers summed up the unveiling of the picture and the Todd-AO process this way:

Alton Cook, "World-Telegram & Sun": " 'Oklahoma!' seems likely to become as much of a boxoffice milestone in movies as it was in stage annals. . . . News about Todd-AO is less cheery than the report on 'Oklahoma!' itself. Level settings run downhill toward the edge of the screen . . . more flickers and white scratches than other wide screen methods. The flaws, though noticeable are not sufficient to mar materially any relish for the picture. This is a lush and bountiful version of 'Oklahoma!' "

Rose Pelswick, "Journal American": 'Oklahoma!' takes on added excitement through its presentation in a new technique of film photography and projection. . . . The Todd-AO screen process provides notable clarity, sharpness and scope, camera mobility and clarity and separation of sound. . . . The film version is a superb job of coordinating the music, the action, the dances and the panoramic vistas of the wide open spaces which never looked so wide or so open."

Archer Winsten, "New York Post": "Todd-AO is very big, but not sufficiently different from other wide-screen processes, at first inspection, to constitute an advantage. . . . The 'Oklahoma!' songs come in nicely . . . the picture has panoramas that the stage couldn't, has close-ups too, the kind the stage wishes it could."

Dallas Store Ad Boosts 'Better' Films

DALLAS, Oct. 12.—Paramount Pictures' "The Desperate Hours" is "a good example of why movies are better than ever," the Neiman-Marcus department store declared in its "Point of View" column which appeared with its advertising matter in the "Dallas Morning News."

The department store, in commenting on the Paramount film, said that "it's been a long time since we've seen a movie which combines so well suspense with an affecting view of the toughness and resourcefulness of human beings."

Schaefer-Gunzburg Suits Open on Coast

From THE DAILY Bureau

HOLLYWOOD, Oct. 12. — The suit brought by George J. Schaefer against Milton Gunzburg, seeking an estimated $2,000,000 which he claims is due him under an oral agreement with the defendant entitling him to a 50 per cent share in Gunzburg's 3-D projects, went to trial here yesterday before Federal Judge Ben Harrison, with Schaefer as the first witness.

The counter-suit in which Gunzburg and his associates in Natural Vision Co. is seeking $2,000,000 from Schaefer on a charge of "malicious persecution" is being tried as part of the same action.

The trial is expected to run three weeks.

New 'Squeeze Ratios' Set by Gottschalk for All Panavision Prints

From THE DAILY Bureau

HOLLYWOOD, Oct. 12.—Panavision, Inc., president Robert Gottschalk has announced new "squeeze ratios" for all prints, from the M-G-M-Panavision 65mm. roadshow prints his company is manufacturing, down to 16mm. prints in all categories. All are now available. Gottschalk said two major companies have declared their preference for having their 16mm. reductions of CinemaScope pictures made with 1.5 anamorphic squeeze rather than with the usual two-power, because this reduction, giving a two-to-one aspect ratio, looks better in small screen sizes and suffers less degradation of image.

In addition lenses being made by Panavision for M-G-M, Gottschalk said, his company has produced a 1.7 magnification squeeze print for another large-negative process which he declined for the present to identify by name.

On the exhibition side, he said, the Panavision variable Panatar Anamorphic Lens has become the most wanted lens in the field, with many exhibitors who originally purchased other types now changing over.

Los Angeles Studies Film Museum Plan

From THE DAILY Bureau

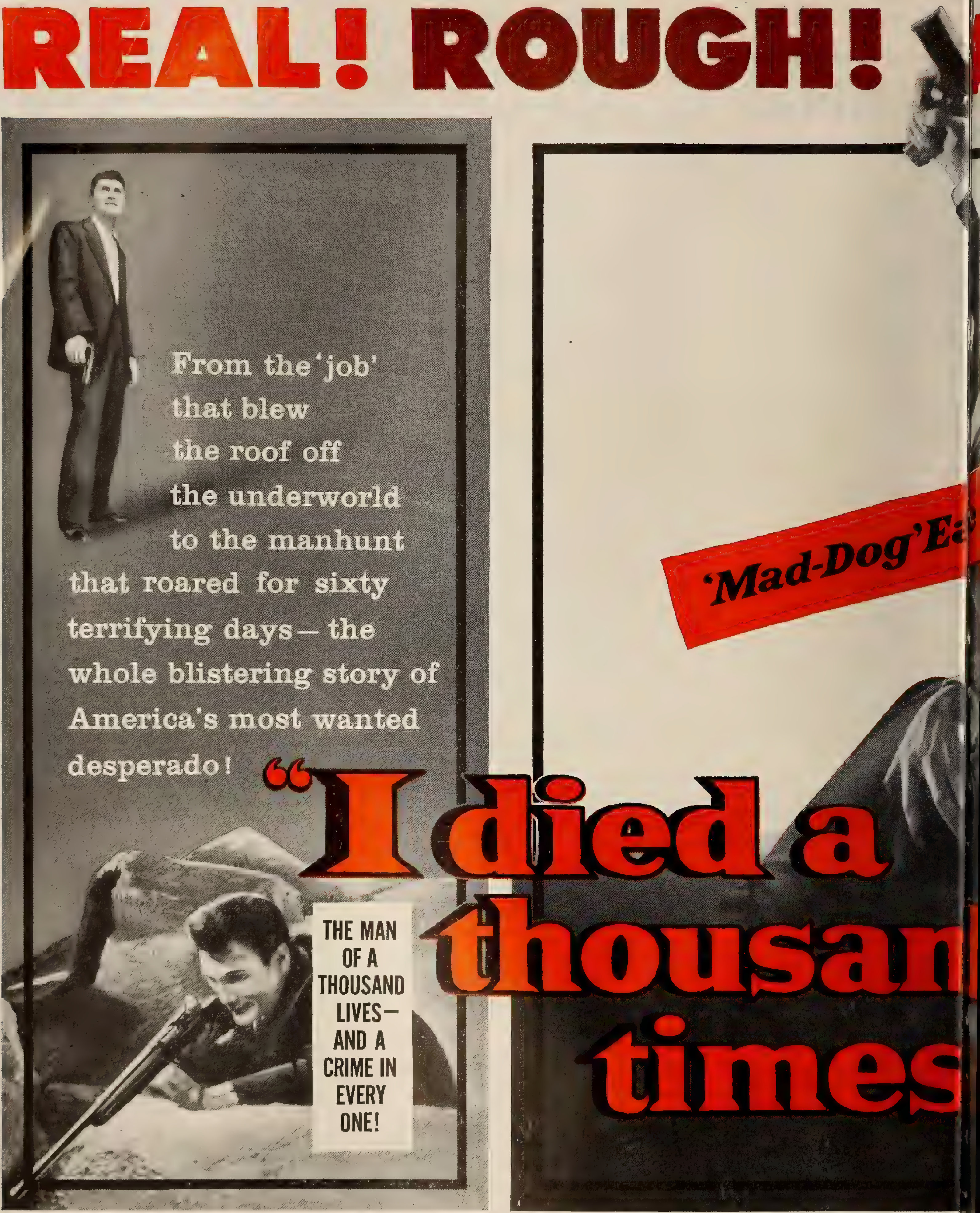
LOS ANGELES, Oct. 11.—A proposal that Los Angeles County join with the motion picture industry in developing a motion picture museum is under study by the Los Angeles County Board of Supervisors.

The suggestion that the County Board take the lead in advancing the much-discussed motion picture museum came from supervisor John Anson Ford following a visit of Cecil B. DeMille to the board's chamber. DeMille had just received a scroll honoring him as a motion picture pioneer whose career symbolized the growth of the industry. Put in the form of a motion, the proposal to have the County Board go into the matter received a unanimous vote of approval.

That the motion picture industry would be glad "to sit down with the board and explore the idea" was indicated by Y. Frank Freeman, chairman of the board of the Association of Motion Picture Producers, who was present with DeMille and whose comment was invited by Ford.

In hailing DeMille as the man who made Hollywood's first feature length motion picture, Ford observed that the old barn which was Hollywood's first studio still stands intact on the Paramount lot.

REAL! ROUGH!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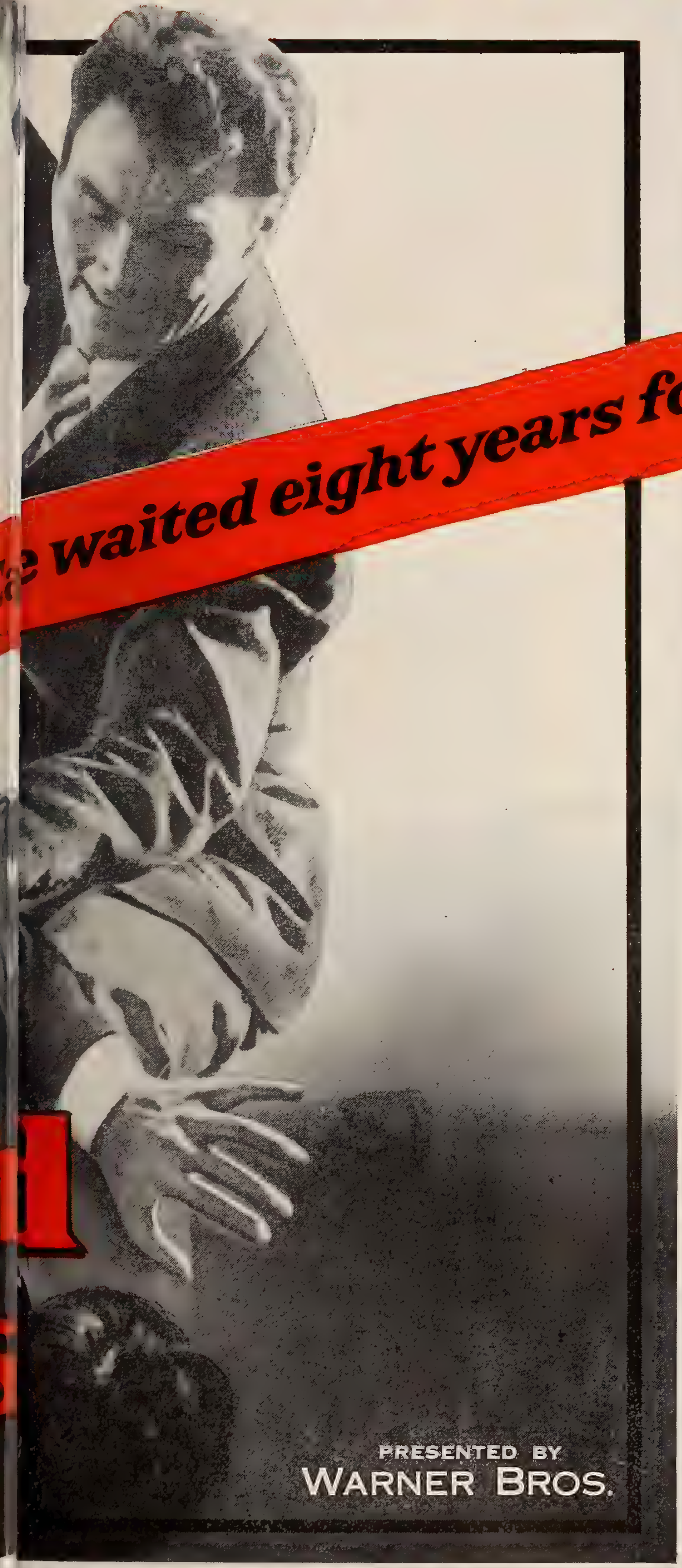

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Foreign Gross

(*Continued from page 1*)

with the citation of figures of CinemaScope theatre installations, the rate of which he called "unbelievable." In the U. S., he said there are now 15,750 installations out of a possible 23,000 situations, while overseas, he continued, there are 13,036 installations out of a possible 17,500 situations featuring American films.

The rate of installations is from 90 to 100 per week currently, he added, predicting that in the U. S. and Canada there will be from 17,000 to 18,000 installations by the end of the year.

Sees 'Scope Production Near

Regarding CinemaScope production abroad, Skouras said that producers in the Far and Middle East will be making pictures in CinemaScope in the near future, following a similar pattern of development as in Europe. He forecast that by 1957, each country in the Far and Middle East will be making from three to five films in CinemaScope. In Europe, he went on, there are about 50 CinemaScope pictures in release or in production. Last year, he pointed out, European producers did not have one CinemaScope production in release.

Skouras credited the CinemaScope medium for earning from one-and-a-half to two times more that would ordinarily be made by the same picture if it had been done and projected in conventional form. As an example, he cited the 20th-Fox release "Violent Saturday" which, he said, will earn about $2,000,000 domestically. Without CinemaScope, Skouras held, the same picture would only have a potential gross of about $1,000,000.

Aided Native Industry

He described his mission abroad as one of helping the native industries in the various countries expand through the utilization of CinemaScope in their domestic productions in the belief that such prosperity would create additional theatrical outlets for American as well as native product.

Wherever he went, Skouras said, 20th-Fox was acclaimed for rendering the motion picture industry a "great service" through its introduction of CinemaScope. While 20th-Fox will encourage CinemaScope productions abroad, Skouras was firm that his company would not engage in financing of such product. Encouragement, he explained, will take the form of technical assistance. Overseas CinemaScope installations are proceeding at the rate of about 200 a week, he added.

Other highlights of Skouras' press conference were:

¶ Twentieth-Fox will continue to make magnetic stereophonic sound prints as long as the advantage of such sound continues.

¶ Experiments are continuing to develop a combination optical and magnetic sound print, without sacrificing the CinemaScope ratio.

¶ An expression of opposition against any move to control the type of films sent abroad on the grounds that the good as well as the bad side of American life should be portrayed. Such honesty, Skouras maintained, wins respect abroad.

Commenting country by country, Skouras said that the industry in Japan is booming. Almost 1,500 theatres have been built or are in preparation for the past two or three years, he added. Regarding India, Skouras expressed the feeling that the American motion picture industry should get behind a move to build more theatres there. He said that currently India has only 3,250 theatres, with American films playing in 800 or less. In Bangkok, Skouras noted seven new theatres since his last visit there in 1952, while he noted that the industry position in the Philippines is "very good."

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REVIEW:

The Girl in the Red Velvet Swing

20th Century-Fox—CinemaScope

A ROMANCE DOOMED from its start and which culminated in a sensational murder trial in 1906 is the subject of 20th Century-Fox's CinemaScope and color by De Luxe film drama—the Evelyn Nesbit, Harry K. Thaw and Stanford White love triangle. Cast in the starring roles are Ray Milland, who gives dignity and credibility to the role of the architect who had a weakness for young girls, Farley Granger, who portrays the spoiled, egocentric playboy, and young Joan Collins, who brings breathtaking beauty to the motion picture screen in a story by Walter Reisch and Charles Brackett.

"The Girl in the Red Velvet Swing" is the film studio's biography of Evelyn Nesbit, who was the pin-up of her day, and is still around to recall her love affairs. Miss Nesbit, who in the early 1900's appeared as one of the Floradora Girls, had among her suitors the celebrated society architect White who entertained her at his studio apartment where she used to ride a garlanded red velvet swing. Eventually the love affair broke off and Miss Nesbit married the heir to a Pittsburgh steel fortune, Thaw, who was unable to forget that his wife had been White's mistress and so, in an impassioned and insane moment, killed his rival.

The exploitable motion picture closely follows the experiences of the former Floradora Girl and should provide entertainment to theatre patrons, especially women and those film goers who were around at the time of the celebrated case. Fine dramatic performances are turned in by Luther Adler, who in his brief but important role as Thaw's defense attorney, is highly forceful. Glenda Farrell, who portrays Miss Collins' mother, Mrs. Nesbit, also contributes much in her role.

Others capably supporting the principles are Cornelia Otis Skinner, Frances Fuller, Philip Reed, Gale Robbins and John Hoyt. Richard Fleischer directed this Brackett production.

Running time, 109 minutes. Adult classification. For release in October.

LESTER DINOFF

Pioneer Membership Deadline Oct. 21

Applications for membership in the Motion Picture Pioneers must be submitted by Oct. 21 if industry veterans wish to attend the 17th annual showmanship dinner, according to Jack Cohn, president of the pioneers.

The only requisite for membership in the Pioneers is for the applicant to have been engaged in either production, distribution, exhibition or laboratory motion picture work for 25 years or more.

The 17th annual dinner of the Pioneers will be held at the Hotel Waldorf Astoria here on Nov. 4 and will pay tribute to Herman Robbins, chairman of the board of National Screen Service, designated "Pioneer of the Year" for 1955.

Will Honor Skouras At Dec. 5 Testimonial To Aid 'Dimes' Drive

A testimonial dinner on Dec. 5 at the Waldorf-Astoria Hotel here is being planned by friends and associates of Spyros P. Skouras, 20th Century-Fox president, in recognition of his service to many humanitarian causes, Richard C. Patterson, Jr., committee chairman, announced yesterday.

Skouras accepted the invitation of the committee, whose membership includes Cecil B. DeMille and Marshall Field, on condition that the dinner be held for the benefit of a worthy cause. The proceeds will go to the 1956 March of Dimes campaign, Patterson said. Skouras has been closely associated with the National Foundation for Infantile Paralysis March of Dimes campaign since its inception.

Many Fields Represented

Among others on the committee are: James A. Farley, Conrad Hilton, Lt. General Willis D. Crittenberger, Howard S. Cullman, Ned E. Depinet, Robert W. Dowling, Keith Funston, Bernard F. Gimbel, Leonard H. Goldenson, Admiral William F. Halsey, Oscar Hammerstein, II, Mrs. W. Averell Harriman, Herbert Hoover, Walter Hoving, Eric Johnston, Brig. General John Reed Kilpatrick, Herbert H. Lehman, Herbert Bayard Swope, Juan T. Trippe, Alfred Gwynne Vanderbilt, Thomas J. Watson and Cornelius Vanderbilt Whitney.

Ark.-Tenn.-Miss. Conclave Plans Set

Special to THE DAILY

MEMPHIS, Oct. 10. — Nathan Flexer, president of Theatre Owners of Arkansas, Tennessee and Mississippi, has completed the program for the 1955 convention here on Oct. 24 and 25.

Election of officers is scheduled for the first business session. Warren Foster, Atlanta, public relations man, will speak at the opening day's luncheon. Delegates will inspect Universal's new film exchange that afternoon and go on a moonlight boat ride on the Mississippi River that evening from 7:30 to 11. A chuck wagon dinner will be served aboard.

At the second morning's business session, Dick Stern, Bijou Amusements Co., Nashville, will conduct a forum on concessions and advertising. George C. Kerasotes, representing the TOA president, and Alex Harrison, 20th-Fox official, will speak at the luncheon. A fashion show will follow. A banquet and dance will close the convention.

Correction

Due to a typographical error in MOTION PICTURE DAILY's review of "Oklahoma!" on Tuesday, the running time of the picture was given as 125 minutes. The correct running time is 145 minutes.

"The Deep Blue Sea" Debuts at the Plaza

IMPORTANT members of the press joined with celebrities of the entertainment world last night to welcome Sir Alexander Korda's "The Deep Blue Sea," the first British-made CinemaScope picture, which had its gala invitational premiere at the Plaza Theatre. Diplomats, UN officials, as well as political, social and civic figures were present to mark the debut of the Twentieth Century-Fox release, sponsored by the Overseas Press Club. The Anatole Litvak production, based on Terence Rattigan's stage hit and starring Vivien Leigh and Kenneth More, is the initial CinemaScope production to bow at a first-run art house. Heading the Overseas Press Club delegation were its president, Louis P. Sochner, vice-presidents Ansel E. Talbert and Kathryn Cravens, and secretary-treasurer A. Wilfred May. In the picture at the right, crowds jam the Plaza Theatre, the initial first run art house in New York to equip for CinemaScope.

PLAZA
PLAZA
The Deep Blue Sea
Deep Blue Sea

Mrs. Spyros P. Skouras, wife of the 20th Century-Fox president, and Charles Einfeld, vice-president of the company.

Shown at the premiere are, left to right: Sir Pierson Dixon, chief British delegate to the United Nations; Mrs. Spyros P. Skouras, Lady Dixon, Spyros P. Skouras, president of the 20th Century-Fox, and Mrs. and Mr. Edward S. Lomba, 20th Century-Fox managing director for Africa.

Kathryn Cravens, a vice-president of the Overseas Press Club, which sponsored the event, and Ansel Talbert, noted foreign correspondent.

Gregory Peck, star of the forthcoming CinemaScope production, "The Man in the Gray Flannel Suit," obliges Miss America, Lee Ann Merriwether, with an autograph.

(Advt.)

National Pre-Selling

A FULL color photo made on locale of Rodgers and Hammerstein's "Oklahoma!" dominates the front cover of "Etude" magazine's September issue. In the same issue is a cover story on the first motion picture made in the Todd-AO system.

•

The second installment of the Clark Gable story appears in the Oct. 18 issue of "Look." "The Tall Men," Gable's latest picture, had its New York premiere at Loew's State yesterday.

•

A striking page ad on "Ulysses" appears in the October issue of "Seventeen."

•

M-G-M's "Trial" was selected for "Parents" magazine's Special Merit Medal for October.

•

"Summertime" will get considerable assistance from a pictorial and text story on Rossano Brazzi, appearing in the Oct. 19 issue of "Parade." Brazzi, the male star of "Summertime," has been signed by Universal-International for a three-year period.

•

Louella Parsons has made the following selections for "Cosmopolitan's" October issue: Cary Grant's performance in "To Catch a Thief," the best male performance of the month for October; "The Treasure of Pancho Villa," the best action picture; "Love Is a Many Spendored Thing," the best production, and "The Night Holds Terror," the best suspense picture.

•

A very interesting chapter of Maurice Zolotow's "The Mystery of Marilyn Monroe" appéared in the Oct. 9 issue of "American Weekly." Miss Monroe's latest picture is "The Seven Year Itch."

•

"Love Is a Many Splendored Thing," "The Last Command" and "The Tall Men" have been commended for adults in the October issue of "Good Housekeeping."

•

Louis Berg, motion picture editor of "This Week," devoted a full page in the Oct. 9 issue to attention-compelling photos of Lana Turner in the ancient art of fencing on the set of "Diana," her next release.

•

"Trial," scheduled to open at Radio City Music Hall tomorrow, is advertised on the table of contents page in the October issue of "McCall's."

•

Columbia's Kim Novak is filmdom's representative on the cover of this week's "Cue" as the entertainment magazine reviews the season to come in all phases of the entertainment world. "Picnic," in which Miss Novak next will be seen, is chosen as one of the films to watch for in months ahead.

WALTER HAAS

REVIEW:

Man With the Gun

Goldwyn, Jr.—United Artists

MARKING HIS DEBUT as a producer, Samuel Goldwyn, Jr., has turned out a fascinating, off-beat western. Although comparisons with "High Noon" have become a little monotonous, and often without justification, such a comparison is the quickest and surest way to give a fair indication of the picture's quality and nature.

The comparison with "High Noon" is dictated first of all by the central story line of the film, which deals with the ridding of a western town of some of its undesirable citizens by one man—and almost singlehandedly. In the second place, like the previous picture, this one uses its story to pose a moral question—though a different one. "Man with a Gun" asks if the achievements of a good end (driving evil elements from a community) can ever be justified by reprehensible means (brute force).

Fortunately this question is not worked out in terms of high-blown speeches but through a steadily engrossing story which snatches the attention of the audience immediately and never lets up until the explosive end. It begins at an appropriately leisurely pace, under the direction of Richard Wilson, as the citizens of Sheridan City, grown desperate over the abuses of a tyrannical landowner who has hired professional gunmen to enforce his own particular laws, decide to adopt the enemy's tactics. With some misgivings they hire a gunfighter (or "town tamer," as he is called) of their own. From that point the pace steadily gains momentum as the audience is prepared for the final showdown between the two protagonists. And when it comes it is a real humdinger—complete with a surprise twist that will not be revealed here.

Aside from its clever plotting throughout, the script which was written by Wilson in collaboration with N. B. Stone, Jr., is notable for a whole gallery of intriguing character portraits, and Goldwyn, Jr., has gathered a cast to play them that looks hand-picked down to the smallest part. Robert Mitchum is the town tamer, a man who takes pleasure in his deadly job; Jan Sterling is his wife, who has run away from him because of his profession; Emile Meyer is the leading citizen who advocates hiring the gunfighter and then regrets it; Karen Sharpe is his daughter, who falls in love with the gunfighter; and John Lupton is her fiance, who wants to do the clean-up job all by himself. Also on hand—and very good, too—are Henry Hull, Barbara Lawrence, and Ted De Corsia.

In one important respect, "Man with the Gun" deviates from the "High Noon" pattern. The leading character, the town tamer, never really captures the sympathy of the audience. Even though he is reformed in the end (a completely unbelievable switch) he has been shown to be a cold-blooded, cruel individual with little respect for the feelings of others. In his performance Mitchum effectively accentuates the "coldness" of the character without being able to do much with the few flashes of "warmth."

Its uninspired title notwithstanding, this is no picture to be sloughed off on the action market as "just another western." It is a great deal more than that and augurs for its beginner-producer a fine career.

Running time, 83 minutes. General classification. Release date not set.

Report U.S. August Earnings in Mexico

Special to THE DAILY

MEXICO CITY, Oct. 6.—American motion pictures which were exhibited in Mexico City during August grossed $3,750,000, the City Treasury Department reported.

M-G-M releases grosses $680,000, Columbia, $679,500, and 20th Century-Fox film took in $560,000, the municipal agency disclosed.

'Bee' Set for Palace

Columbia Pictures production of "Queen Bee" will have its New York opening at the RKO Palace Theatre here.

Interstate Sets TV Distribution of 'Joan'

Negotiations for the distribution of the "I Married Joan" television series between Business Management Corp. and Interstate Television Corp. have been completed, it was announced here yesterday by G. Ralph Branton, ITC president.

The TV series comprising 98 one-half hour shows has already been sold by Business Management Corp. to KTTV, Los Angeles. In the distribution negotiations, Business Management Corp. was represented by the William Morris Agency and Interstate, a subsidiary of Allied Artists Pictures Corp., was represented by Branton.

World Series

(Continued from page 1)

the contract expiring after the 1956 championships, the TNT head said.

Closed circuit theatre television is making more progress in the industrial field than it is in the entertainment field, Halpern said.

Halpern told some 75 members of the Variety Club about the success which TNT had in presenting the recent heavyweight title fight which grossed "close to $1,300,000 in 129 theatres." He said that the "average theatre's net receipts for the fight were about $10,000, of which half went to TNT." Halpern also disclosed that his mobile units were available to exhibitors at a rental fee "of $200 to $400."

The Variety Club in New York City should have much more support from the motion picture industry here and larger turnouts at its meetings, as this area is the hub of the business, William J. German, Tent No. 35 chief barker, stated here on Tuesday.

German expressed a hope that the local Variety Club will attain greater stature, support and membership within the near future.

Martin Levine, who is chairman of the 1956 Variety Club convention which will be held here at the Waldorf-Astoria Hotel next May 9-12, said that some 1,600 to 1,700 Variety Club delegates will attend the annual conclave.

Harold Klein in Charge

Harold Klein, luncheon co-ordinator, conducted the luncheon. Seated on the dais were John Ericson, star of Allied Artists "The Return of Jack Slade," Mrs. Ericson, Levine, Gretchen Wyler, star of the legitimate play "Silk Stockings," Klein, Halpern, Tent No. 35 chief barker William J. German, Gen. Edward P. Curtis, vice-president of Eastman Kodak Co., and Walter Langfeld, chairman of the board of Kodak A.G. in West Germany.

Grainger Resigns

(Continued from page 1)

tract which would have expired next February. He relinquished that post when General Teleradio purchased RKO Radio last July.

Grainger will take a vacation and announce his future plans after the first of the year, it was said. Grainger, before joining RKO in 1953, was executive vice-president and general sales manager of Republic Pictures Corp., a post he assumed in 1946. Previous to joining Republic, he was with Universal Pictures, Fox Film Corp., and Goldwyn Pictures Corp.

In the realignment, Walter Branson has been named general sales manager of the company with Herbert H. Greenblatt remaining as domestic sales manager and Sidney Kramer taking over as foreign sales manager. Branson previously had the title of worldwide sales manager of RKO Radio Pictures.

"OKLAHOMA!" Awes Broadway

Indian chiefs from Oklahoma and Arizona help Richard Rodgers and Oscar Hammerstein, II, celebrate the opening of "Oklahoma!" in TODD-AO at the Tuesday night premiere. They all stand on Oklahoma soil, transported to Broadway for the occasion.

Agnes DeMille, director of the dance for the Rodgers and Hammerstein "Oklahoma!", is greeted by Gov. Raymond Gary of Oklahoma, host at the premiere.

GIRLS
Lindy's

The Audobon Girls Band led the parade of surreys "with the fringe on top" that thrilled Broadway prior to the "Oklahoma!" premiere. Television and newsreels cameras and a throng of celebrities brought a turnout of thousands to enjoy the excitement.

Walter Winchell and Joe Di Maggio see "Oklahoma!" as guests of Gov. Gary of Oklahoma on Tuesday night at New York's Rivoli Theatre.

Here are seen, left to right, J. K. Lazarus, Mrs. Martin Sweeny, Jr., daughter of George P. Skouras, president of Magna, distributor of "Oklahoma!" produced in TODD-AO; Mrs. Thomas Higgins of Los Angeles, Mr. and Mrs. Edward Topham, Jr., of San Francisco, and Harry K. McWilliams, assistant advertising director of Magna.

Dr. and Mrs. Ralph E. Bunche arrive at Tuesday's premiere of "Oklahoma!".

Mr. and Mrs. Ned Depinet, and Dick Dickson, theatre executive, on the right, attend "Oklahoma!" on the second of three big nights of celebration to see the public opening of the picture produced in TODD-AO.

(Advt.)

M-G-M

(*Continued from page* 1)

MGM-Jonathan arrangement will be a motion picture version of "A Man Is Ten Feet Tall," the TV play by Aurthur which was presented on the Philco TV Playhouse on Oct. 2.

Aurthur won last season's Sylvania Award for his TV play, "Man On a Mountain Top," and is the author of a stage play, "A Very Special Baby," which will be produced on Broadway this season by Susskind.

Susskind and Levy are executives of Talent Associates, Ltd.

Susskind, who will produce the pictures for MGM and Jonathan Productions, plans to film "A Man Is Ten Feet Tall" in New York.

Jacon Resigns

(*Continued from page* 1)

reached by Jacon and I.F.E. so that he would be able to develop other plans which will be finalized before the end of the year, he said.

Jacon has served in various industry executive capacities and has had a diversified background in exhibition as well as domestic distribution. Since 1946, he has concentrated on the development of national sales and distribution for foreign produced and specialized product.

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

"AS AGAINST a total of 65 NBC stations color-equipped in October, 1954," Robert W. Sarnoff yesterday disclosed that "31 NBC-TV affiliates serving areas which include nearly half of all U. S. homes, are now originating their own color programs . . . and in addition, 102 NBC outlets are equipped to rebroadcast color programs originated by the network . . . demand for color receivers should grow tremendously." . . . Jimmy Van Heusen and Sammy Cahn, both of whom have won Academy Awards in recent years for songs, have been signed to write the musical score for the forthcoming Paramount picture, "Pardners," starring Dean Martin and Jerry Lewis. It will be produced by Paul Jones, directed by Norman Taurog and penned by Sidney Sheldon.

☆ ☆ ☆

Burr Tillstrom

Tomorrow marks a double celebration for Burr Tillstrom, brilliant young Chicago-getter. Besides being his birthday, Burr's "Kukla, Fran & Ollie" ABCommences its ninth year in television. . . . Atlantic Television Corp. has acquired the American TV rights to Alfred Hitchcock's motion picture thriller, "Thirty-Nine Steps," starring Robert Donat and Madeleine Carroll, and will become part of the firm's '55-'56 telefilm package. . . . Janet de Gore, talented young stage and TV actress, planed out to Hollywood Friday to do the feminine lead on "Schlitz Playhouse of Stars" telefilm which goes into production this week at the Samuel Goldwyn studios under the direction of Jus Addis. . . . Theresa Lotito, daughter of Louis A. Lotito, prexy of City Playhouses and managing director of the Martin Beck Theatre, will be married Saturday to Joseph Raffetto, Jr., an executive at Young & Rubicam.

☆ ☆ ☆

CBSolons are so excited about the unusual film footage filmed "Inside Moscow" and just received at their New York headquarters, that they've made a prompt switch in the "You Are There" schedule for this coming Sunday (6:30-7:00 P.M. EDST). Instead of "Chamberlain at Munich," Richard C. Hottelet (CBS correspondent in Bonn, Germany) will be flown into Gotham to co-narrate with Walter Cronkite an exclusive telefilm, "Moscow Today," which pictures life behind the Iron Curtain with scenes including a large department store, automobile show, tour inside the Kremlin walls, Moscow's Central Market place, the Moscow subway, Moscow housing, Sunday in Gorki Park and the opening of Moscow's first night club. Should be an interesting half hour that Prudential Insurance Co. sends our way.

☆ ☆ ☆

TV producer John Irving Fields has signed songwriter Mabel Wayne to femcee a new music program in which amateur songwriters will be given the opportunity of presenting their songs. Meanwhile Mitchell Hamilburg is handling "The Mabel Wayne Story" for "Hollywood Treatment." . . . Nothing slow about TV jingleers. Cummings Productions have already completed 26 new jingles for the 1956 Buick which will start CBShilling Jackie Gleason's new sponsor next month. . . . Norman Katz, Associated Artists Productions' manager of foreign sales, is back in town after a seven-month business trip around the world setting up theatre and TV deals. . . . It isn't that Steve Allen possesses a poor memory. Not at all. But what with rehearsals, interviews, last minute script changes, a bit of songwriting with Don (Yellow Rose of Texas) George, the bespectacled NBComic is apt to forget. So? So, Steve has a chance to acquire a well-trained memory when his guest Monday, October 24 is none other than Dr. Bruno Furst, director of the School of Memory and Concentration. . . . In his suggested plan to the FCC for a revision of the 1952 television channel allocations, Robert E. Kintner, president of ABC proposes "a minimum of at least three competitive TV stations in all but a few major markets thereby giving the public a more adequate and diversified selection of television programming and permit U H F stations to succeed in as many areas as is possible and preserve the potentiality of U H F for future growth."

Columbia

(*Continued from page* 1)

planned as the greatest overall sales drive in our history will be underlined by the zeal of every sales executive, division and branch manager, salesman, office manager and booker in our far-flung organization as they strive to do honor to Jack Cohn, who has for many years been Columbia's head of world distribution. We are confident that the hundreds of Columbians all over the world who will engage in this drive will carry out its motto: 'Let's make this the greatest year for the industry's Number One Pioneer.'"

Stars Will Tour

Montague pointed out that as an initial move in the domestic section of the drive, five major personal appearance tours are being conducted by stars of current Columbia features which are involved in the drive. He referred to the tours of Joan Crawford for "Queen Bee," Aldo Ray for "Three Stripes in the Sun," Betty Garrett for "My Sister Eileen" and the separate junkets of Allison Hayes and Joanne Woodward for "Count Three and Pray."

Lending impetus to the international aspect of the world-wide competition will be Kastner's appearance at the first Far East sales meeting of Columbia International which will convene in Manila on Oct. 29. Kastner is currently on a two-month tour of Far East offices during which he is emphasizing the importance of the Jack Cohn sales drive to Columbia personnel in that area.

Kramer Named

(*Continued from page* 1)

er has had varied responsibilities. Starting in publicity in 1929, he moved to the print department the following year. Two years later he became assistant manager of the department and in 1935 was appointed manager.

Kramer in 1946 organized and became head of RKO's 16mm. division and was appointed assistant short subjects sales manager for the distribution company. Four years later Kramer was named short subjects sales manager of RKO.

In 1953, Kramer assumed the duties of general sales manager of RKO-Pathe, and earlier this year was named a member of the board of directors of the company.

Kramer is a director and vice president, since 1942, of Cellofilm Corp., jointly owned by RKO Radio, Universal and Paramount. Cellofilm is in the business of reclaiming scrap film and manufacturing nitrocellulose base lacquers. Kramer will continue in both capacities.

'Naked Sea' Dec. 7

"Naked Sea," feature-length first-person account of the daily adventures of men who fight the sea, will go into general release on Dec. 7, it was announced yesterday by Walter Branson, RKO's world-wide sales manager. In color, the feature was directed and produced by Allen Miner.

WHAT'S IN A NAME

To people on four continents Danny Kaye is the name of a brilliant and talented comedian who makes them laugh. For others Danny Kaye is the messenger of light in a dark world. A dedicated man, he has travelled thousands of miles under the banner of UNICEF, to bring joy and happiness to underprivileged children . . . to share with them the good things that are our American birthright . . . to spread the democratic credo.

WHAT'S IN A NAME

Joint Defense Appeal stands for decency, dignity and democracy. It is the name of the fund-raising arm of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith—the oldest and largest community relations agencies in the world. Their programs, in essence, seek to bring full human rights to Americans of every faith and creed.

WHAT'S IN A NAME

The Human Relations Award is the name of the Industry's medallion for recognizing outstanding service in the cause of furthering human rights. It will be presented, for the first time, to Danny Kaye at a luncheon sponsored by Joint Defense Appeal on October 19th, beginning at 12 noon in the Waldorf-Astoria. You are cordially invited to attend and learn for yourself what you can do to help fight prejudice and discrimination . . . to secure for your loved ones a life of decency and dignity . . . and to honor Danny Kaye for what he has done to put the Motion Picture Industry in the forefront of the fight for human rights. There will be no public solicitation of funds.

William J. German, *Chairman*
JDA Motion Picture Division

Make Your Reservation Now. Call BRyant 9-7600, Ext. 84.
You Will Be Happy That You Did.

Drawing the teeth of the tiger

The searing heat of the high-powered, long-throw, wide-screen projector is a tiger that could quickly ruin film.

It *could*—but it doesn't.

Because—today this tiger's teeth have been drawn. Reflection devices let light rays through, hold heat rays back; water-cooled gates and air jets give added protection.

To help solve problems such as this, Kodak maintains the Eastman Technical Service for Motion Picture Film. Branches at strategic centers. Inquiries invited.

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EASTMAN KODAK COMPANY, Rochester 4, N.Y.

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West Coast Division
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Hollywood 38, California

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 73 NEW YORK, U.S.A., FRIDAY, OCTOBER 14, 1955 TEN CENTS

Youngstein Reports

U.A. to Invest $7,500,000 in Ad-Pub. in '56

Expenditures to Increase 25% for Promotion

By LESTER DINOFF

Max Youngstein

Due to the "quality and size" of forthcoming product, United Artists will increase its advertising and publicity expenditures in 1956 by at least 25 per cent to a record company high of $7,500,000, Max E. Youngstein, UA vice-president in charge of advertising, publicity and exploitation revealed here yesterday.

Youngstein, who returned last weekend from a two-week jaunt through Eur-

(*Continued on page* 6)

Buena Vista's First Convention Oct. 24

The sales and exploitation forces of Buena Vista will start to gather next week for the company's first sales convention, to be held in California from Oct. 24 to Oct. 29. The principal sessions will be held at the Disney Studios in Burbank, with supplementary sessions at the Beverly-Wilshire Hotel and an extended visit

(*Continued on page* 10)

Laskey Bros. Appeal To Supreme Court

From THE DAILY Bureau

WASHINGTON, Oct. 13.–A motion picture exhibitor suing major distributors and theatre circuits told the Supreme Court today that defendants in anti-trust cases have seized upon proceedings to disqualify exhibitor attorneys "as a new weapon to delay and defeat plaintiffs."

The statement was made in an ap-

(*Continued on page* 10)

Depinet May Be First for Defense

Court Won't Name WB, Fox TV Firms Defendants in 16mm. Anti-Trust Suit

By WILLIAM R. WEAVER

LOS ANGELES, Oct. 13.–Drawing to a close his presentation of the government's evidence in its 16mm. anti-trust suit, Samuel Flatow, government counsel moved that the court make the recently-formed T.C.F. Productions, a subsidiary of 20th Century-Fox, and Warner Brothers Television Productions, parties to the suit by naming them as defendants together with their respective parent corporations. The court denied the motion on the ground that such addition would delay progress, and is unnecessary in view of the fact that any verdict reached by the court would be applicable to all.

Flatow told the court that Brig. Gen. David Sarnoff, whose deposition was taken several months ago,

(*Continued on page* 6)

RKO Pictures Net; Still Just Interest

The operations of RKO Pictures Corp. for the three months ended Sept. 30, resulted in a net profit of $50,537. For the nine months ended Sept. 30, operations resulted in a net profit of $150,811.

Since March 31, 1954, when the corporation sold, with the approval of stockholders, all its assets, its holdings have consisted solely of cash, substantially all of which is on time deposits with banks. The profit figures set forth above represent the interest income on such time deposits less corporate expenses.

Closer Collaboration Urged in Talent Field

By SAMUEL D. BERNS

HOLLYWOOD, Oct. 13. – A consensus of opinion was reached on "How to Best Use Available Talent for the Betterment of Production" at the Motion Picture Industry Council's first in a series of industry forums at the Screen Directors' Guild Theatre here. The film creators round table

(*Continued on page* 6)

Miner Explains His Product Program

The techniques of combat photography which were learned during World War II were utilized in the making of the feature documentary "The Naked Sea," according to producer-director Allen Miner, who disclosed at the Hotel Algonquin here yesterday that RKO Radio Pictures will release his film on Dec. 7 domestically.

Miner, who is president of Theatre Productions, Inc., said that his program for the future includes the making of one film, "The Black Sleep," for Schenck-Kock Productions, two pictures in conjunction with

(*Continued on page* 10)

May Meet Next Week

Distribution Prepares to Act on Arbitration Plan

The proposed industry arbitration system moved another step forward yesterday when distribution executives prepared to convene here shortly, possibly late next week, to officially take action on the draft.

The date of the distribution meeting, it was learned, is being held up pending official notification from the various exhibitor organizations on their reactions to the project.

The arbitration draft has already been approved by the Independent Theatre Owners Association and the Theatre Owners of America. It was reported that the Metropolitan Motion Picture Theatre Association and the Southern California Theatre Own-

(*Continued on page* 10)

In Congress

Coyne to Tell Of Results of Tax Reduction

Will Appear Before House Group Hearing

By MURRAY HOROWITZ

Robert Coyne

An up-to-date report to Congressmen on the status of the industry since the Federal admission tax reduction in 1954 will be rendered today in Washington by Robert W. Coyne, special counsel for the Council of Motion Picture Organizations.

Coyne made this known here yesterday before departing for the Capitol to testify on the final day of House Ways and Means subcommittee hearings.

COMPO's special counsel explained that the hearings will be confined to administrative and technical problems and not changes in basic rates of excise tax exemptions. For this rea-

(*Continued on page* 10)

Dinner Committee Is Set by Pioneers

Ned E. Depinet, general chairman of the 17th annual Showmanship Dinner of the Motion Picture Pioneers, has announced the roster of 25-year film veterans who will comprise the dinner committee for the Nov. 4 affair, which will honor Herman Robbins, chairman of the board

(*Continued on page* 10)

Renew Rep.-20th Australian Pact

Special to THE DAILY

SYDNEY, Aus., Oct. 3 (By Air Mail). – Republic Pictures releasing agreement with 20th Century-Fox International here has been renewed for an indefinite period, according to

(*Continued on page* 10)

PERSONAL MENTION

ARTHUR M. LOEW, president of Loew's International, will leave here today for a month's visit to Europe.

•

DAVID G. ARTHUR, head of the Fanchon & Marco-St. Louis Amusement Co. booking department, has arrived in New York with his daughter, MAUREEN, who is scheduled to sing on the Garry Moore television show today.

•

JOEL BEZHALER of M-G-M's sales department became a grandfather when his daughter, ARLINE SHINBROT, gave birth to a girl, ELLEN SUE, at Mainonides Hospital in Brooklyn, N. Y.

•

KENNETH MACKENNA, M-G-M studio story head, arrived in New York from the Coast yesterday and will leave here tomorrow for England and France.

•

LAWRENCE LIPSKIN, in charge of public relations for Columbia Pictures International, left here yesterday for Manila.

•

WILLIAM J. HEINEMAN, United Artists vice-president in charge of distribution, is in Montana from New York.

•

ROY BREWER, manager of branch operations for Allied Artists, left here yesterday for Pittsburgh and Philadelphia.

•

ALFRED KATZ, United Artists home office foreign department executive, will leave here today for a tour of the company's Latin America offices.

•

FRANK J. DURKEE, head of Durkee Enterprises of Baltimore, underwent surgery at the Union Memorial Hospital there this week.

•

LEO JAFFE, Columbia Pictures vice-president, will leave New York today for Europe.

•

HYMAN ZAHL, British theatrical agent, left here yesterday for London via B.O.A.C. Monarch.

•

JOHN PARKER, producer, will return to New York today from Hollywood.

•

ALFRED HITCHOCK arrived in New York yesterday from the Coast.

•

JAMES WOLF, British film director, left here yesterday for England.

•

GRACE KELLY will arrive in New York today from Ashville, N. C.

Jerrold Executive Reports

Closed Circuit TV Developed to Meet Needs in Almost Any Field

The engineering techniques of closed circuit television have been developed so that systems can be devised to meet almost any needs, according to Max H. Kraus, manager of the system sales division of Jerrold Electronics Corp. of Philadelphia. Prices have been reduced to the point that today it is possible to make an installation for between $1,000 to $5,000, as compared to previous prices of between $5,000 and $10,000, he added.

Speaking before the American Institute of Electrical Engineers general meeting in Chicago, Kraus said that the time is now ripe for application of closed circuit television in many industrial and educational organizations, and the job of finding the markets now rests with the sales engineers.

Vidicon Aided Greatly

Until recently, Kraus said, economic factors ruled out mass usage of closed circuit television in many fields. However, the development of the Vidicon pickup tube and the subsequent introduction of Vidicon cameras selling for a fraction of the cost of studio type units have substantially reduced the cost of closed circuit installations, Kraus stated.

The second major advance in the field of closed circuit television pointed out by Kraus was the development of the flexible television distribution system.

'Tender Trap' World Premiere in Detroit

DETROIT, Oct. 13. – M-G-M's "The Tender Trap" will have its world premiere at the Adams Theatre here on Oct. 28. Plans are now being made to break a number of national tieups to coincide with the pre-release engagements of the picture which has been set to follow "Trial" at Radio City Music Hall in New York.

Conn. Theatres Join Jimmy Fund Drive

HARTFORD, Oct. 13.–Well over 100 Connecticut theatres are participating in the Jimmy Fund Campaign, according to co-chairmen, I. J. Hoffman, Connecticut Theatres, and Harry Feinstein, Stanley Warner Theatres.

Proceeds are turned over to Children's Cancer Research Foundation.

Three from Col. in Nov.

Three films are on the November feature release schedule of Columbia Pictures: the Joan Crawford starrer, "Queen Bee," "Three Stripes in the Sun" and "Teenage Crime Wave."

Slate Wedding for 'Dolls' Bow Here

A Times Square wedding to promote interest in the benefit world premiere of "Guys and Dolls" at the Capitol on Nov. 3 is being planned by the Capitol Theatre.

Contestants for the wedding, slated to be performed Oct. 26 at noon, have been invited to send photos of both parties and an accompanying short letter. Cash and gifts totaling more than $5,000 will be presented to the "Guy and Doll" selected.

Cleve.'s 105th St. Theatre to Essicks

CLEVELAND, Oct. 13.–The East 105th St. Theatre, formerly Keith's 105th St. Theatre, has been taken over by P. E. Essick, Ray Essick and Jack Essick, who plan to re-open it on Saturday. The house has been closed for the past month since Jerome Shinback and his associates severed their connection with it.

Set Book Tie-up

I.F.E. Releasing Corp. and Westminster Press have joined forces in a major tie-up promoting the Robert Donat color motion picture "Lease of Life" and the English novel "Nearer to Heaven," which was adapted from the screenplay. Special posters, newspaper advertising and a book jacket, all utilizing the key advertising art from the motion picture ads will be used by Westminster Press to promote the book and the film.

TV Play to MGM

"The Return of Johnny Burro," a dramatic Western story recently seen on the "Robert Montgomery Presents" television show, has been purchased by M-G-M. Jules Schermer has been assigned to produce it as a motion picture. The TV play was adapted by Milton Gelman from the "Saturday Evening Post" story "Outlaw's Partner," by John Cunningham.

New NTS Branch

DENVER, Oct. 13.–A new branch for National Theatre Supply is being established in Salt Lake City. Prior to setting up the branch, Ray Miller, in the business nine years, was in Denver conferring with Joe Stone, branch manager, over details.

Bernard L. Goodwin Is Elected President Of Du Mont Labs.

Special to THE DAILY

CLIFTON, N. J., Oct. 13. – The board of directors of the Du Mont Broadcasting Corp. elected Bernard L. Goodwin, an official of Paramount Pictures, president of the newly-created firm "spun off" by Du Mont Laboratories.

Goodwin, also secretary of Du Mont Laboratories, is vice-president and general manager of the music-publishing subsidiaries of Paramount Pictures, and a vice-president of Paramount TV Productions, Inc.

At the same time, the board announced plans to go into the radio broadcasting business while expanding its telecasting interests. Steps will be taken, it was stated, to acquire or establish as many television and radio stations in important markets of the country as the Federal Communications Commission will approve. The company presently owns and operates television stations WABD in New York and WTTG in Washington.

The board, in addition, increased its number from eight to 10 and elected Dr. Allen B. Du Mont as chair-company presently owns WABD in New York and WTTG in Washington.

Board Enlarged

Also an executive committee of five directors was established, comprising Paul Raibourn, as chairman, Dr. Du Mont, Armand Erpf, Goodwin and Cott. Raibourn also was named treasurer; Richard L. Geismer, Irving Singer, assistant treasurers; Arthur Israel, Jr., secretary, and Paul O'Friel, assistant secretary.

Other directors of the new company are: Barney Balaban, Paramount Pictures president; Dr. Thomas T. Goldsmith, Jr., Stanley F. Patten, Percy M. Stewart, and Edwin Weisl, also a Paramount director. Paramount Pictures has a substantial stock interest in Du Mont.

Col. Preferred Dividend

Columbia Pictures Corp.'s board of directors at a meeting held on Tuesday, declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock of the company, payable on Nov. 15, to stockholders of record Nov. 1.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
TRIAL
starring
GLENN FORD - DOROTHY McGUIRE
Athur Kennedy - John Hodiak - Katy Jurado
AN M-G-M PICTURE
and SPECTACULAR STAGE PRESENTATION

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OR THE FIRST TIME!
undreds of theatres in
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vote of thanks to these
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IDTOWN MANHATTAN

stor, Broadway & 45th St.
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ew's State, 1540 Broadway
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O Palace, 1564 Broadway
xy, 50th St. & 7th Ave.
ctoria, Broadway & 46th St.

RANDT THEATRES

ryant, 138 West 42nd St
obe, 1555 Broadway
ayfair, 707 Seventh Ave.
ew York, 1482 Broadway
x, 121 West 42nd St.
alto, 1483 Broadway

INEMA CIRCUIT

nco, 254 West 42nd St.
arris, 226 West 42nd St.
ew Amsterdam, 214 West 42nd St.

ANHATTAN

RANDT THEATRES

ve. B, Ave. B & Fifth St.
eacon, 2124 Broadway
idtown, 100th St. & Broadway
orktown, 2409 Broadway

RECHER THEATRES

arlem Apollo, 253 West 125th St.
deon, 256 West 145th St.
laza, 42 East 58th St.
enaissance, 2349 Seventh Ave.
oosevelt, 2495 Seventh Ave.
8th St. Playhouse, 1164 Third Ave.

OEW'S THEATRES

oew's Commodore, 105 Second Ave.
oew's Delancey, 142 Delancey St.
oew's 83rd St., 2300 Broadway
oew's Inwood, 132 Dyckman St.
oew's Lexington, 571 Lexington Ave.
oew's Olympia, Broadway & 107th St.
oew's 116th St., 132 West 116th St.
oew's 175th St., 4140 Broadway
oew's Orpheum, Third Ave. & 86th St.
oew's Rio, 3837 Broadway
oew's 72nd St., 186 East 72nd St.
oew's Sheridan, Seventh Ave. & 12th St.
oew's Victoria, 233 West 125th St.

KO THEATRES

KO New 23rd St., 261 Eighth Ave.
KO Regent, 1912 Seventh Ave.
KO Hamilton, 3560 Broadway
KO 58th St., 964 Third Ave.
KO 86th St., 1284 Lexington Ave.
KO Coliseum, 4261 Broadway
KO Alhambra, 2110 Seventh Ave.

UGOFF & BECKER

rt, 52 West Eighth St.
th St. Playhouse, 36 East Eighth St.
ramercy, East 23rd St. & Lexington Ave.
utton, 205 East 57th St.

KOURAS THEATRES

cademy of Music, 14th & 3rd Ave.
emo, Broadway & 110th St.
iverside, Broadway & 96th St.
iviera, Broadway & 97th St.

RANS-LUX THEATRES

rans-Lux 85th St., 1144 Madison Ave.
rans-Lux 52nd St., 586 Lexington Ave.
rans-Lux Normandie, 110 West 57th St.

NDEPENDENT THEATRES

pollo, 126 Clinton St.
anal, 31 Canal St.
reenwich, 97 Manhattan Ave.
ptown, Broadway & 170th St.

OWNTOWN BROOKLYN

rooklyn Paramount, Flatbush & DeKalb
ox, 40 Flatbush Ave.
oew's Metropolitan, 392 Fulton St.
KO Albee, 7 DeKalb Ave.

ROOKLYN

ENTURY THEATRES

lbemarle, 973 Flatbush Ave.
valon, 1720 Kings Highway
roadway, 912 Broadway
rook, Flatlands Ave. nr. Kings Hgway
ollege, 1584 Flatbush Ave.
lm, 1617 Ave. M
arragut, 1401 Flatbush Ave.
ingsway, 946 Kings Highway
arine, 1956 Flatbush Ave.
ayfair, 920 Ave. U
idwood, 1307 Ave. J
ostrand, 2817 Nostrand Ave.
atio, 574 Flatbush Ave.
ialto, 1085 Flatbush Ave.

NTERBORO THEATRES

anarsie, 9310 Ave. L
oliseum, 5205 Fourth Ave.
ortway, 6720 Ft. Hamilton Parkway
arbor, 9215 Fourth Ave.
ismet, 785 DeKalb Ave.
ark, 4322 Fifth Ave.
itz, 4509 Eighth Ave.
tate, 492 DeKalb Ave.
umner, 265 Sumner Ave.

OEW'S THEATRES

oew's Alpine, 6817 Fifth Ave.
oew's Bay Ridge, 72nd & Third Ave.
oew's Boro Park, New Utrecht & 51st
oew's Brevoort, 1274 Bedford Ave.
oew's Coney Island, 1301 Surf Ave.
oew's 46th St., 451 New Utrecht Ave.
oew's Gates, 1340 Broadway
oew's Kameo, 530 Eastern Parkway
oew's Kings, 1029 Flatbush Ave.
oew's Oriental 1832—86th St

"BLESS ALL THESE THEATRES!"

They've put trailers on their screens and cards in their lobbies to help sell tickets at their boxoffice, with all proceeds to the

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THE BIG EVENT!

WORLD PREMIERE BENEFIT

THURSDAY · NOV. 3rd · 8:30 P. M.

SAMUEL GOLDWYN'S

GUYS AND DOLLS

starring

MARLON BRANDO · JEAN SIMMONS · FRANK SINATRA · VIVIAN BLAINE

with **ROBERT KEITH · STUBBY KAYE · B. S. PULLY · JOHNNY SILVER**
AND **THE GOLDWYN GIRLS**

Written for the Screen and Directed by **JOSEPH L. MANKIEWICZ**
Music and Lyrics by **FRANK LOESSER** · Choreography by **MICHAEL KIDD**
in **CINEMASCOPE** · Photographed in **EASTMAN COLOR** · **Distributed by M-G-M**

TICKETS: $5, $10, $25, $100 (*limited quantity*) Tax Deductible

BROOKLYN (Cont.)

Loew's Pitkin, 1501 Pitkin Ave.
Loew's Premier, 509 Sutter Ave.

RANDFORCE THEATRES

Alba, 750 Flushing Ave.
Ambassador, 776 Saratoga
Benson, 2007 86th St.
Beverly, 111 Church St.
Biltmore, 464 New Lots Ave.
Carroll, 381 Utica Ave.
Clinton, 595 Clinton Ave.
Colonial, 1746 Broadway
Commodore, 329 Broadway
Congress, 1561 St. John's Place
Culver, 4334—18th Ave.
Duffield, 249 Duffield St.
Embassy, 3208 Fulton St.
Highway, 283 Kings Highway
Kinema, 2505 Pitkin Ave.
Marcy, 302 Broadway
Marlboro, 6817 Bay Parkway
Messerole, 723 Manhattan Ave.
Oasis, 63-57 Fresh Pond Road
Parthenon, 339 Wyckoff Ave.
Rainbow, 142 Messerole St.
Republic, 402 Keap St.
Ridgewood, 55-37 Myrtle Ave.
Savoy, 1515 Bedford Ave.
Stadium, 102 Chester St.
Stone, 389 Stone St.
Supreme, 530 Livonia St.
Walker, 6401—18th Ave.

RKO THEATRES

RKO Bushwick, B'way & Howard
RKO Dyker, 525—86th St.
RKO Greenpoint, 825 Manhattan Ave.
RKO Kenmore, 2101 Church Ave.
RKO Madison, 54-30 Myrtle Ave.
RKO Prospect, 327 Ninth St.
RKO Tilyou, 1607 Surf Ave.

RUGOFF & BECKER

Avenue D, 4305 Ave. D
Avenue U, 1602 Ave. U
Granada, 2819 Church Ave.
Oceana, 1029 Brighton Beach Ave.
Sheepshead, 1722 Sheepshead Bay Rd
Tuxedo, 3050 Ocean Parkway

INDEPENDENT THEATRES

DeLuxe, 2001 Bath Ave.
Earl, 1114 Liberty Ave.
Linden, 1260 Nostrand Ave.
Rugby, 823 Utica Ave.
Sanders, 188 Prospect Park West
Senate, 7311—18th Ave.

BRONX

BRANDT THEATRES

Dale, 189 West 231st St.

INTERBORO THEATRES

DeLuxe, 650 East Tremont Ave.
Dover, 1723 Boston Road
Freeman, 1260 Southern Blvd.
Vogue, 892 East Tremont Ave.

J. J. THEATRES

Ascot, 183rd & Grand Concourse
Burnside, Burnside & Walton Aves.
Earl, 161st St. & River Ave.
Luxor, 170th & Grand Concourse

LOEW'S THEATRES

Loew's American, 1450 East Ave.
Loew's Blvd., Southern Blvd.-West. Av.
Loew's Fairmont, 708 East Tremont Av.
Loew's Grand, Fordham Rd & Jerome Av.
Loew's National, Bergen Ave. & 149th St.
Loew's 167th St., 46 East 167th St.
Loew's Paradise, 188th St. & Gr. Cncrse
Loew's Post Road, 3475 Boston Road
Loew's Spooner, 963 Southern Blvd.

RKO THEATRES

RKO Castle Hill, 1320 Castle Hill
RKO Chester, 1936 Boston Road
RKO Fordham, 215 East Fordham Road
RKO Franklin, 887 Prospect Ave.
RKO Marble Hill, 5626 Broadway
RKO Royal, 423 Westchester Ave.

SKOURAS THEATRES

Crotona, 453 East Tremont Ave.
David Marcus, Jerome & Gun Hill Road
Park Plaza, University & Tremont Aves.
Valentine, Fordham Rd & Valtine Av.

INDEPENDENT THEATRES

Laconia, 3942 White Plains Ave.
Melba, 3428 Boston Road
Wakefield, 4214 White Plains Ave.

QUEENS

BRANDT THEATRES

Colony, 37-31 82nd St., Jackson Hgts
Earle, 73-07 37th Road, Jackson Hgts

CENTURY THEATRES

Bliss, 4417 Greenpoint Ave.
Community, 215-32 Jamaica Ave.
Meadows, Horace Harding Blvd.
Plaza, 103-12 Roosevelt Ave.
Prospect, 41-10 Main St.
Queens, 219-36 Jamaica Ave.
Sunnyside, 50-19 Roosevelt Ave.

INTERBORO THEATRES

Cambria, Linden Blvd.
Elmwood, 57-02 Hoffman Drive
Hobart, 51-05 31st Ave.
Laurelton, 227-10 Merrick Road
Linden, 114-46 Merrick Road
Main Street, 141-50 72nd Drive
Parsons, 78-23 Parsons Blvd.
St. Albans, 190-01 Central Ave.
Trylon, 98-81 Queens Blvd.

LOEW'S THEATRES

Loew's Hillside, 90-29 Sutphin Blvd.
Loew's Triboro, Steinway & 28th Av.
Loew's Willard, Jamaica Ave. & 96th St.
Loew's Valencia, 165-11 Jamaica Ave.

RANDFORCE THEATRES

Glenwood, 60-06 Myrtle Ave.
Lefferts, 122-02 Liberty Ave.
Maspeth, 69-20 Grand Ave.

RKO THEATRES

RKO Alden, Jamaica Ave. & 165th St.
RKO Columbia, 10-14 Beach 20th St
RKO Keith's, 135-25 Northern Blvd.
RKO Richmond Hill, Hillside & 117th
RKO Strand, 714 Beach 20th St.

RUGOFF & BECKER

Austin, Austin St. & Lefferts Blvd.

SKOURAS THEATRES

Astoria, Steinway & 30th Ave.
Boulevard, No. Blvd., 83rd St.
Forest Hills, Cont'nt'l & Queens Blvd.
Jackson, 82nd St. & Roosevelt
Merrick, Jamaica & 163rd St.
Midway, Queens Blvd. & Cont'nt'l Av.

INDEPENDENT THEATRES

College, 15-08 122nd St., College Pt.
Drake, 589 Woodhaven Blvd., Rego Pk.

LONG ISLAND

CENTURY THEATRES

Argo, Elmont, Long Island
Bellerose, Bellerose, Long Island
Fantasy, Rockville Centre, Long Island
Floral, 250 Jericho Tpk., Floral Park
Franklin, Franklin Square, Long Island
Freeport, Freeport, Long Island
Grove, Freeport, Long Island
Huntington, Huntington, Long Island
Lynbrook, Lynbrook, Long Island
Shore, Huntington, Long Island
Valley Stream, Valley Stream, L. I.

SKOURAS THEATRES

Calderone, Franklin & Columbia Ave.
Hempstead, Long Island
Beacon, Main St., Port Washington
Cove, School St., Glen Cove
Manhasset, Plandome Road, Manhasset
Playhouse, Great Neck
Rivoli, Main St., Hempstead
Squire, Middle Neck Road, Great Neck

MOSS THEATRES

Central, Cedarhurst, Long Island
Malverne, Malverne, Long Island

NEW JERSEY

JERSEY CITY

Loew's, Journal Sqaure
Skouras State, Hudson Blvd.
Stanley, Journal Square

NEWARK

Loew's State, 635 Broad St., Newark
RKO Proctor's, Market Street

NORTH BERGEN

Loew's Embassy, 73rd & Bergn'l'n Ave.,

FORT LEE

Lee Theatre

STATEN ISLAND

FABIAN THEATRES

Ritz, 295 Richmond Ave., Pt Richmond
St. George, 3100 Hyatt St., St. George
Paramount, 560 Bay St., Stapleton

WESTCHESTER

BRANDT THEATRES

Yonkers, Broadway & Vark St.

LOEW'S THEATRES

Loew's Mt. Vernon, Stevens Wilson Pl.
Loew's New Rochelle, Main St.
Loew's White Plains, 134 Main St,

RKO THEATRES

RKO Proctor's, Mt. Vernon, New York
RKO Proctor's, New Rochelle, New York
RKO Keith's, White Plains, New York
RKO Proctor's, Yonkers, New York

SKOURAS THEATRES

Bronxville, Bronxville, New York
Victoria, Ossining, New York
Capitol, Port Chester, New York

The Story of
"The Petting
Party" Murder
Case!

M-G-M presents

"TRIAL"

Starring

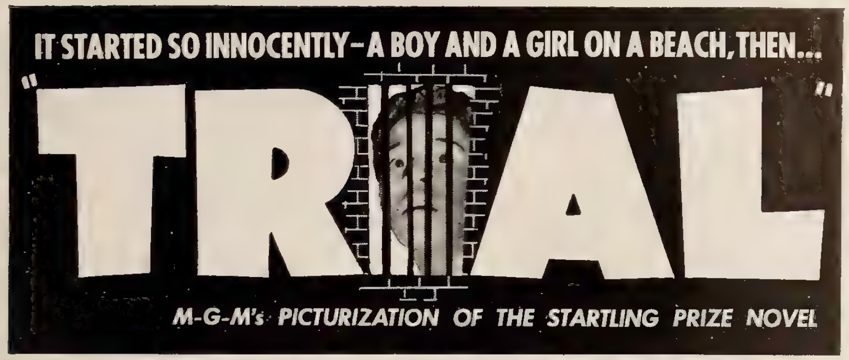
GLENN FORD
DOROTHY McGUIRE

ARTHUR KENNEDY · JOHN HODIAK · KATY JURADO

With

RAFAEL CAMPOS • JUANO HERNANDEZ

Written by
DON M. MANKIEWICZ
From His Harper's Prize Novel
Directed by MARK ROBSON
Produced by CHARLES SCHNEE


IT STARTED SO INNOCENTLY–A BOY AND A GIRL ON A BEACH, THEN...
"TRIAL"
M-G-M's PICTURIZATION OF THE STARTLING PRIZE NOVEL

ABOVE: 24-Sheet teaser

IS A HIT!

TOPS "BLACKBOARD JUNGLE" IN DENVER AND CLEVELAND. GREAT IN HOUSTON. BIG EVERYWHERE. BOOK IT FAST TO CAPITALIZE ON M-G-M's GIANT NATIONAL CAMPAIGN!

(At Press Time! Third Highest Gross in past 3 years in Minneapolis!)

REACHING 207 MILLION MAGAZINE READERS!

A costly campaign in national magazines includes a 2-color page in Life, Look, Collier's; a page in Saturday Evening Post, Time, Parents', The Saturday Review, American Bar Association Journal and 9 leading fan magazines. Also M-G-M's famed "Picture-of-the-Month" column in Look, American, Good Housekeeping, Cosmopolitan, Collier's, McCall's, Parents', Redbook, Seventeen, True Story. Plus "Lion's Roar" column in Saturday Evening Post.

BILLBOARDS ADD COUNTLESS MILLIONS MORE!

M-G-M's startling teaser 24-sheets in Atlanta, Baltimore, Boston, Buffalo, Chicago, Dallas, Memphis, Nashville, New Haven, New Orleans, Oklahoma City, Omaha, Philadelphia, Portland, Ore., Richmond, St. Louis, Salt Lake City, San Francisco, Seattle.

RECORD-BREAKING NEWSPAPER COVERAGE!

Sock campaign, teasers and display nationwide.

RADIO, TV ADD MILLIONS TO PENETRATION!

Exciting radio spots and TV footage play important part in nationwide ticket-selling!

NATIONWIDE PUBLICITY GROWS GREATER DAILY!

A natural for publicity and interviews. Screenings of picture for opinion-making personalities in journalism and law. Radio and TV appearances by Don M. Mankiewicz, author of the prize novel, Arthur Kennedy, one of the stars and Mark Robson, director. Plus long-distance interviews.

(Available in Perspecta Stereophonic or 1-Channel Sound)

REVIEW:

This Man Is Dangerous

Fortune Features

Dubbed in English, this French melodrama seems patterned in great measure after the fast-moving, hard-talking, cynical gangster dramas that came out of the U.S. film industry some years ago.

Edward Constantine, a dead-ringer for Hollywood's John Ireland, is sought by police following escape from an American prison. Aboard a gambling vessel off the French Riviera, Constantine rescues wealthy heiress Claude Borelli from international criminals, who seek to kidnap her. Later, Constantine is brought by Colette Dereal to a gang headed by Gregoire Aslan, with latter also disclosing plans to kidnap Miss Borelli. The latter disappears, with Constantine picking up the trail in Paris. There he bumps into still another gang—this one has Jacqueline Pierreaux as boss—with Miss Borelli's projected kidnapping as its objective.

In subsequent adventures, Constantine, true to the code of confidence men everywhere, plays both kidnapping gangs against each other, at the same time making an effort to protect Miss Borelli.

Aslan and his mob finally get the girl, and Constantine rushes to the rescue, tells Miss Borelli he is an FBI agent, and then proceeds to clean up the case. George Senamaut produced and Jean Sacha directed with an eye for the excitement angles.

Running time, 81 minutes. Adult classification.

UA to Invest $7,500,000

(Continued from page 1)

ope, where he discussed the promotional aspects of UA product currently being readied, said that the company expects to increase its promotional field forces by at least six men during 1956.

The UA executive presented the proposed company lineup of feature releases – between 40 to 48 films for 1956 – to UA representatives all around the world at the three UA sales conventions and on business trips to company offices. In 1955, United Artists will release 40 films on an average of between three and four per month.

'Progress' Meeting Slated

Youngstein disclosed that "the top brass" at UA will shortly hold "a progress report conference" in which the company's goals, production and distribution deals for 1956 will be discussed. The UA financial investment in motion picture production was $40,000,000 last June and will exceed that figure in 1956, it was learned.

United Artists advertising and publicity expenditures in 1955 will be near or at the $6,000,000 mark, Youngstein said, "and will be exceeded in 1956 by some 25 per cent because of the 'big' pictures which the company has set for distribution." Youngstein, who spent this past summer in Hollywood assisting in the preparation of films, said that the 1956 line-up of UA's quality product includes such films as Robert Rossen's "Alexander, The Great," Sheldon Reynold-Robert Mitchum's "Foreign Intrigue," Hecht-Lancaster's "Trapeze," Norman Krasna's "The Ambassador's Daughter," Stanley Kramer's "The Pride and the Passion," and a film which Anatole Litvak will make next Spring. The UA official said that initial promotional conferences on these films were held while he was in Europe.

TESMA Answers Ryder on 'Profits'

The Theatre Equipment and Supply Manufacturers Association, through its executive secretary, Merlin Lewis, this week levelled its guns at Loren Ryder, Paramount's technical chief, for his remarks at the Society of Motion Picture and Television Engineers convention last week. Ryder had stated that "equipment manufacturers are trying to find ways of getting all of our profit all the time."

Describing Ryder's statements as being "balderdash," Lewis, in a press statement, said:

Says Producers Created Demand

"Mr. Ryder forgets, and conveniently, that equipment manufacturers did not originate the demand for the new equipment that he complains about, but that during the time when Mr. Ryder claims that more than $30 millions were spent for equipment, the theatre industry was hollering its collective head off for installations of the new equipment in their theatres, and that the manufacturers of lenses, sound and projection equipment, screens, etc., were working around the clock to supply the demand created not by the manufacturers but entirely by the producers. . . .

"It is true that some of our manufacturers showed a good book profit on the equipment sales that Mr. Ryder deplores, but with present inventory written off at its actual value, some of our manufacturers might show a real loss, rather than a book profit.

Calls Accusation Unjust

"No manufacturer will make any theatrical equipment that he believes cannot pay its own way—and Mr. Ryder must know that the equipment manufacturer makes only the kind of equipment for which there is a market—and a profit. The manufacturer does not create the market for new equipment, and therefore cannot be unjustly accused, as Mr. Ryder so lightly puts it, . . . of trying to get all of our profit all of the time."

16mm. Suit

(Continued from page 1)

will not be called by the Government to testify in person.

The defense was directed by Judge Leon Yankwich to open presentation of its case on Tuesday. The Government presented fewer than 10 witnesses, relying mainly on 495 exhibits comprising nearly 1,500 documents, but the defense is expected to call a great many more live witnesses, including company presidents and other high ranking officials.

Dismissal Denied

At the close of today's presentation, defense counsel Homer I. Mitchell and Macklin Fleming moved for dismissal, but the court denied the motion, ruling "a prima facie case may be shown to exist." Later the court added, "that is not a finding that a conspiracy exists" and adding "I draw no inference from the record."

The court granted the Government motion that all evidence admitted as pertaining to any individual defendant be admitted as applying to all.

It is unofficially reported that Ned E. Depinet may be the first witness for the defense.

Closer Collaboration

(Continued from page 1)

consisting of representatives and heads of guilds, unions and other organizations, expressed a need for closer collaboration between producer, writer, director, cameraman, art director and film editor in the pre-production phase, more rehearsal time for actors and earlier employment of technical heads.

$70,000 Weekly Here Reported for Rogers

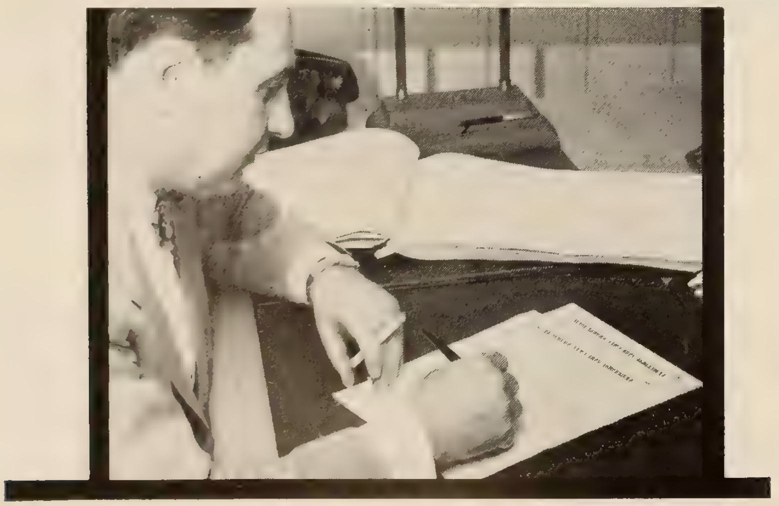
Roy Rogers, number one western star in Quigley Publications' Money-Making Stars poll for more than a decade, will net in excess of $70,000 per week for his Madison Square Garden engagement, where he is working under a contract guaranteeing him a minimum of $100,000 plus a percentage over the stipulated figure. Attendance here necessitated giving three shows daily instead of the usual two.

The Boston Garden, where he opens on Wednesday, has reported the largest advance ticket sale in its history.

Ens. W. V. Cronin

Ensign W. Vaughn Cronin, U.S.N. son of William Cronin, former assis tant to Frank C. Walker, head o Comerford Theatres, died Wednesday night at the U. S. Naval Hospital a St. Albans, N. Y. He was 24 years old and after graduation from the Naval Academy at Annapolis, Md. last year had been assigned to the U.S. destroyer Power.

Funeral services will be held a 11 A.M. Monday at St. Augustin Church, Larchmont, N. Y.



HE SOLVED HIS SERVICE PROBLEM

So can you!!!

A stroke of the pen on an ALTEC service contract brought protection of performance and equipment investment to this wise showman.

His satisfaction has since been expressed with a contract for additional theatres.

You can solve your sound service problem today. Call your nearest ALTEC office, or write
Altec Service Corporation,
161 Sixth Avenue, New York 13, N.Y.

ALTEC SERVICE CORPORATION

"Specialists in Motion Picture Sound"

161 SIXTH AVENUE, NEW YORK 13, N. Y.

THE MEN AND WOMEN OF THE WORLD-WIDE COLUMBIA PICTURES ORGANIZATION

ARE PLEDGED TO MAKE THIS THE GREATEST DRIVE IN HISTORY!

THE JACK COHN SALES DRIVE...

IN HONOR OF OUR EXECUTIVE VICE-PRESIDENT IN CHARGE OF DISTRIBUTION...AND WE'RE LAUNCHING IT WITH THE BIGGEST PARTY ANY COMPANY EVER THREW FOR THE SHOWMEN OF AMERICA!

COLUMBIA'S SALUTE TO JACK COHN
★ ER ONE FILM PIONEER ★
COLUMBIA'S JACK COHN DRIVE
★ ★ ★ 1955-1956 ★ ★ ★

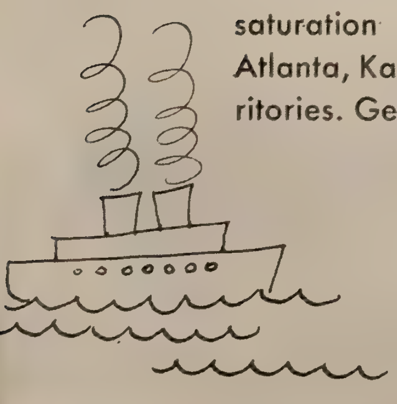
5-count 'em **5** SIMULTANEOUS IN-PERSON TOURS BACKING UP 4 GREAT ATTRACTIONS COAST-TO-COAST!

BETTY GARRETT
touring in PERSON for
MY SISTER EILEEN

October 9th marks the kick-off in Columbus of Betty's mid-west and eastern tour covering Columbus, Chicago, Albany, Boston, Cleveland, Minneapolis, St. Paul, Detroit, Toledo and Philadelphia.

JOANNE WOODWARD
and
ALLISON HAYES
touring in PERSON for
COUNT THREE AND PRAY

2 separate tours will support this special attraction which is getting the Columbia saturation treatment in the Oklahoma, Atlanta, Kansas City and Indianapolis territories. Gets under way October 16.



JOAN CRAWFORD
touring in PERSON for
QUEEN BEE

The Queen of Showmanship herself will blanket the land from Portland to Miami, from Boston to Seattle. Starts Oct. 28.

ALDO RAY
touring in PERSON for
THREE STRIPES in the SUN

The Boston and New England territory will get Aldo in late October and early November fresh from his national kick-off of "Three Stripes" on the Perry Como showcase, October 22.

COLUMBIA'S JACK COHN DRIVE
1955 - 1956

PEOPLE

Jack Granato and **Manny Cassiano** have been added to the staff of K & W Film Services. Granato will be chief cameraman and Cassiano will supervise optical layouts and special camera effects for the theatrical, industrial and TV departments.

□

Herbert F. Berg has been appointed production control manager of the Technical Products Division of Allen B. Du Mont Laboratories, succeeding **Morris Harris,** who has been named resident counsel for Du Mont.

□

John Beall has been named chief engineer for Evergreen Theatres' Oregon and Washington houses.

□

Henry W. Fancher, owner of the State Theatre in Ft. Lauderdale, Fla., has taken over the Ridge Theatre in Sebring, Fla.

□

M. C. Moore, former owner of theatres in Jacksonville, Fla., is the new owner of the Coosa Theatre in Gadsden, Ala.

Pioneers' Committee

(*Continued from page* 1)

of National Screen Service, as "Pioneer of the Year."

Committee of 34

The committee consists of: J. W. Alicoate, Richard W. Altschuler, Robert Benjamin, Harry Brandt, Walter Branson, George F. Dembow, Sam Dembow, Jr., Jay Emanuel, Alan Freedman, William C. Gehring, William J. German, Abel Green, Edward L. Hyman, Benjamin Kalmenson, Harry M. Kalmine, Marvin Kirsch, Mrs. Chick Lewis, Edward Morey, John J. O'Connor, Eugene D. Picker, Martin Quigley, Charles M. Reagan, Phil Reisman, Elmer Rhoden, Sam Rinzler, Samuel Rosen, Sol A. Schwartz, Ben Shlyen, George P. Skouras, Morton Sunshine, Harry J. Takiff, Joseph Vogel, Mo Wax and Geo. Weltner.

Titled 'Mister Robbins'

While the company of entertainers being assembled by Morton Sunshine, chairman of the Entertainment Committee, is not as yet complete, it is reported that a cast of stars of stage, screen and television will highlight the evening's festivities, in a production titled "Mister Robbins," a show based on the career of 1955's Pioneer.

Arbitration

(*Continued from page* 1)

ers Association, the other two exhibition groups taking part in the formulating of a set of rules and regulations for the industry, will also give approval of the draft.

The distribution executives at the member companies of the Motion Picture Association are expected to approve the draft also. The draft was drawn up by Adolph Schimel of Universal Pictures and Herman Levy, general counsel for TOA, in consultation with a joint exhibition-distribution sub-committee.

JAMES DEAN
"REBEL WITHOUT A CAUSE"
FROM WARNER BROS. IN CINEMASCOPE AND WARNERCOLOR
also starring NATALIE WOOD with SAL MINEO · JIM BACKUS · ANN DORAN · COREY ALLEN · WILLIAM HOPPER
Screen Play by STEWART STERN · Produced by DAVID WEISBART · Directed by NICHOLAS RAY
WARNER BROS.' TRADE SHOWINGS OCT. 20TH

ALBANY
20th Century-Fox Screening Room
1052 Bway. • 8:00 P.M.
ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.
BOSTON
20th Century-Fox Screening Room
115 Bway. • 2 00 P.M.
BUFFALO
Motion Pict. Operators Hall
498 Pearl St. • 8.00 P M.
CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.
CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.
CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8.00 P M.
CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.
DALLAS
20th Century-Fox Screening Room
1803 Wood St • 10 00 A M
DENVER
Ogden Theatre
2 00 P.M
DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.
DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. • 2:00 P.M.
INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.
JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.
KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.
LOS ANGELES
20th Century-Fox Screening Room
1620 W. 20th St. • 2:00 P.M.
MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.
MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.
MINNEAPOLIS
20th Century-Fox Screening Room
1015 Currie Ave. North • 2:00 P.M.
NEW HAVEN
Warner Theatre Projection Room
70 College St. • 1:30 P.M.
NEW ORLEANS
20th Century-Fox Screening Room
200 S Liberty St. • 2:00 P.M.
NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.
OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M.
OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.
PHILADELPHIA
Universal Screening Room
251 No. 13th St. • 2:00 P.M.
PITTSBURGH
RKO Screening Room
1811 Blvd. of Allies • 1:30 P.M.
PORTLAND
Star Sc. Rm.
925 N. W. 19th Ave. • 2:00 P.M.
SALT LAKE CITY
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.
SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.
SEATTLE
Venetian Theatre
15th Ave. & E. Pine St. • 2 P.M.
ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.
WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 10:30 A.M.

Coyne

(*Continued from page* 1)

son, he said he does not plan to make representations for future tax reductions or possible elimination of the tax.

Welcomes Questions

Coyne explained, nevertheless, that he will be open for questioning and will respond to queries dealing with his sentiments on possible additional tax reduction or elimination. His planned testimony, however, Coyne stated, will deal with the effects the reduction had on exhibition and the industry in general. The amount of monies flowing back to the U. S. Treasury in the form of income taxes following the excise tax reductions also will be explored by Coyne, he added.

Laskey Bros.

(*Continued from page* 1)

peal filed by Laskey Brothers of West Virginia, Inc., and Arnold Malkan, attorney for Laskey. They asked the high court to overturn a Second Circuit Court of Appeals ruling disqualifying Malkan and his firm as attorneys for Laskey in an anti-trust suit against 10 distributors and a dozen major circuits. They also said the distributors had notified them they would appeal to the high court a Circuit Court ruling permitting Malkan to represent the plaintiff in a second, similar suit charging violation of the anti-trust laws.

Previous Cases Cited

Appealing to the high court, Laskey and Malkan said the case presented the question of whether an attorney may be enjoined from representing a party which his former firm represented, solely because of the disqualification of the attorney's former partner. They argued that previous cases penalized only the attorney who had worked earlier for a defendant, but that the present case penalizes any attorney who might be associated with such a man. "There is no possible justification," the high court was told, "for depriving a party of the counsel of his choice when such counsel possesses no potential for illegitimate harm."

Buena Vista

(*Continued from page* 1)

to Disneyland has been included in the agenda.

During the convention, the Buena Vista program of releases for 1955-1956 will be outlined for the company's sales force, with screenings of footage from forthcoming pictures an important feature of the sessions. It is expected that the program of releases for the coming year will be the largest since the company was formed as the releasing arm of the Disney organization a little over two years ago.

Miner Explains

(*Continued from page* 1)

Robert Mitchum's production organization, a one-shot directorial chore for television's "Medic" and another TV film for "The Passing Parade."

The independent producer-director said that he recently finished "Ghost Town" for United Artists release. He said that he owns two properties, one a story about whaling in the Azores, and the other, "The Ride Back" which he hopes to be able to make with Mitchum.

Worked Without Scenario

Enthusiastic about his RKO release, Miner said that he made the picture while on a tuna fishing expedition at which time he shot some 9,000 feet of 16mm. color film and captured the necessary special sounds with a tape recorder. "I didn't use a scenario at all in making 'The Naked,'" Miner said, adding that everything in the final 70-minute, 7,000 foot, 35mm. motion picture is "a combat film about men against the sea." Miner said that the picture is scored with harmonica and guitar music, the theme being made into an album, "The Ballad of the Naked Sea" by Capitol Records. The narration is by Gerald Schnitzer with William Conrad doing the writing, Miner said. He reported that the negative cost "was under $100,000."

Australian Pact

(*Continued from page* 1)

Vic Green, Republic representative for Australia and New Zealand.

The initial distribution pact between the companies was signed five years ago. The new agreement was negotiated by Ernest Turnbull, of Hoyts Theatres; Sydney Albright, managing director of 20th-Fox, and Green. The pact was signed in New York by Murray Silverstone on behalf of 20th-Fox International and by Richard Altschuler for Republic.

Jeffrey Hayden to MGM

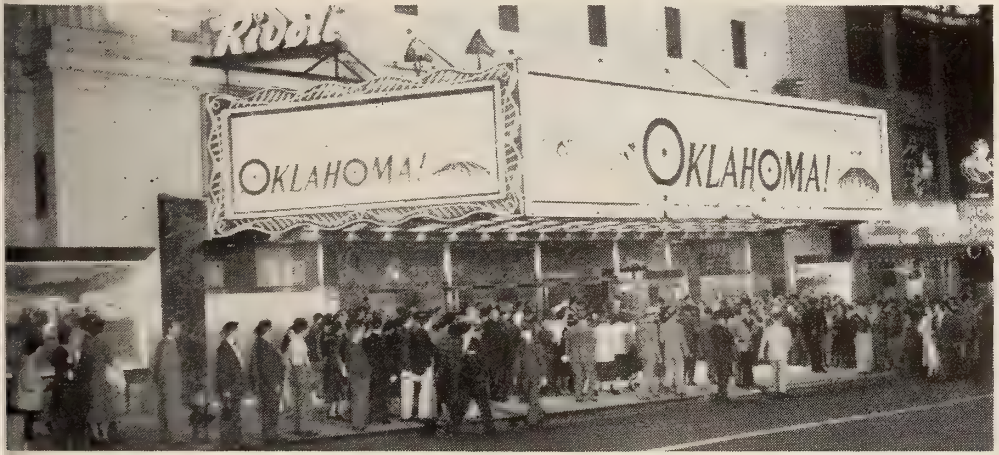
HOLLYWOOD, Oct. 13. – Jeffrey Hayden, one of television's youngest directors but a veteran of the younger medium, has been signed by M-G-M to a long term contract as a director. His work for TV included directorial assignments on "Omnibus," Max Liebman programs and the Philco Television Playhouse. He is the husband of Eva Marie Saint, TV and film actress.

Society Leaders Pay $50 a Seat for TODD-AO 'OKLAHOMA!' and Love It

ONE of the season's most fashionable audiences packed the Rivoli Theatre on Wednesday for the third night of the World Premiere of Rodgers and Hammerstein's "Oklahoma!" produced in the new motion picture process, Todd-AO. Seats sold for $50.

Mr. and Mrs. Edmund C. Byrne of Rye, N. Y., arrive at the Rivoli Theatre in a surrey.

Frederick M. Warburg, chairman of the finance committee of Magna Theatre Corporation; Mrs. William Langley (Jane Pickens), William C. Langley and Mrs. Warburg, president of the Vocational Advisory Service, the sponsoring organization of Wednesday's benefit performance of "Oklahoma!"



he Rivoli Theatre as the crowd gathered to see the "400" audience assemble for the third f the special World Premiere performance of Rodgers and Hammerstein's "Oklahoma!" in he new TODD-AO process.

Former Lt. Governor of New York, Hon. Charles Poletti, and Mrs. Poletti arrive to enjoy "Oklahoma!" and TODD-AO.

Ir. and Mrs. Paul Felix Warburg re among notables at the "Okla- oma!" society premiere.

Mrs. and Mr John W. Hanes and Mrs. and Mr. Elliott Clark at third debut of Rodgers and Hammerstein's "Oklahoma!" in the sensational new TODD-AO process.

Mrs. David Gamble and Henry C. Brunie are among the fortunate ticket holders for "Oklahoma!"

(Advt.)

Patron Gets Bopped; Theatre Has to Pay

Special to THE DAILY

SPOKANE, Wash., Oct. 13. – Just because a man took another man's wife to the Orpheum here and the irate husband bopped his rival in the theatre, the Spokane Amusement Co., operator of the house, had to pay the injured fellow the sum of $1,900, under a court decision. The assaulted fellow, who claimed that the theatre did not give him the proper protection, insisted that he thought his woman companion had been divorced.

Start Five Pictures; 35 in Production

HOLLYWOOD, Oct. 13.–With five new pictures starting this week, and five others being completed, the total number of pictures in work remained at 35.

Started were: "The Come On," Superscope (Allied Artists); "The Peacemaker," Hal R. Makelim Productions, and "Fire Maidens of Space," Saturn Films, Inc., (Independent); "The Broken Star," Bel-Air Productions, and "Huk," Pan Pacific Pictures. (United Artists).

Completed were: "The Eddy Duchin Story," CinemaScope, Technicolor (Columbia); "The Proud and Profane," VistaVision (Paramount); "Comanche," Carl Krueger Company, CinemaScope, Eastman color (United Artists); "Gun Shy," and "Pillars of the Sky," CinemaScope, U-I.

'Brunettes' Here Oct. 29

United Artists' "Gentlemen Marry Brunettes," will have its New York premiere on Saturday, Oct. 29 at the Mayfair Theatre.

REVIEW:

Quentin Durward

M-G-M—CinemaScope

THE PRODUCER-DIRECTOR team of Pandro S. Berman and Richard Thorpe which turned out such CinemaScope spectacles as "Ivanhoe" and "Knights of the Round Table" have set actor Robert Taylor in another story about knighthood and chivalry, "Quentin Durward," a film which also offers theatre goers much excitement, action, romance and colorful scenes. This story bristles with intrigue and combat, and is also warm and appealing within a romantic frame in which Taylor, a Scottish nobleman, sets off for France to inspect financially, physically and mentally the future wife of his uncle.

The screenplay for the CinemaScope and Eastman color attraction by Robert Ardrey was fashioned purely as popular entertainment and, as such, does not pretend to be historically factual. Naturally, Taylor's role overshadows all others and he does competently with it. Kay Kendall portrays the romantic interest capably and beautifully, and Robert Morley, a veteran British player, turns in a smooth, forceful performance as King Louis XI who seeks to keep France united.

Taylor is given a mission by his aged Scottish uncle; he is to ascertain whether his young, future wife will be of comfort to him. A first meeting between Taylor and Miss Kendall ignites a spark which flames into full love and eventual marriage. Miss Kendall proclaims her independence to the French liege who desires her to enter into the unwished-for marriage and does not know that the handsome, dashing Taylor is the nephew of her prospective husband. Swordplay, acrobatics and hand-to-hand combat should well keep patrons entranced as the film tells its story of a man, instilled with the art of chivalry and knighthood, who is thrust into a situation where the opponents accomplish their means with underhand methods and the newly-introduced gunpowder. Taylor, in the end, learns of his uncle's death and Miss Kendall is allowed to marry the man of her choice, bringing the film to a happy conclusion.

Others contributing heavily to this entertaining film are George Cole, Marius Goring, Alec Clunes and Duncan Lamont. The film was produced in Great Britain with Christopher Challis handling the photographic direction capably.

Running time, 101 minutes. General classification. For release in October.

LESTER DINOFF

TENT TALK

Variety Club News

CLEVELAND. – Jack Silverhorne is completing his second term as chief barker of the Variety Club. A general membership meeting will take place on Oct. 29 for the election of new officers.

△

DENVER. – Variety Tent No. 37 has contracted for more than $12,000 worth of furnishings that will be installed in its new clubrooms in the Cosmopolitan Hotel, with the opening date scheduled around Nov. 15. The club has been homeless since a fire about three years ago.

△

MINNEAPOLIS.–Annual election of directors of the Variety Club of the Northwest has been postponed one week to Monday, Nov. 14, because of the Variety International convention, LeRoy Miller, chief barker, announced at the club's first fall meeting in the Hotel Nicollet.

Guest speaker at the dinner meeting was Bob Hall, former vaudeville star and a charter member of Tent No. 1, Pittsburgh, who is now public relations director of the Pfeifer Brewing Co. of Detroit.

△

HOUSTON. – Variety Club Boys Club, along with underprivileged boys sponsored by Optimist, Lions and Salesmanship Clubs, will profit from the annual Bill Williams Capon Dinner, to be held here next Tuesday in the Coliseum. Williams pays the dinner check and all proceeds from the dinner and auction go to the boys. Last year the profit was $87,000. It is expected to be $100,000 this year. Thelma Hughes is handling ticket sales from the Variety Club.

△

ALBANY.–The Variety Club here will "need as much manpower as it can possibly get" to swing the "very ambitious project" in leasing new rooms at the Sheraton-Ten Eyck Hotel. This was declared by property master Lewis A. Sumberg in a letter suggesting that "Each Barker consider himself a member of the membership committee and solicit and obtain new members." Sumberg disclosed that 18 associate members have already been signed by an eight-man committee, of which Gene Teper is chairman. The goal is a minimum of 75.

Jack Levin in Dallas

Jack M. Levin, president of Certified Reports, has arrived in Dallas for a three-day conference with his Southern and South Central Divisions.

Conferences will continue in Indianapolis, Detroit and Pittsburgh. They will be concluded in Boston with Certified's Eastern and New England divisions.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 74 NEW YORK, U. S. A., MONDAY, OCTOBER 17, 1955 TEN CENTS

EDITORIAL

Exhibition and Product Supply

By Sherwin Kane

THE proposed "mothballing" of the Exhibitors Film Financial Group until "reasonable" conditions for participation by divorced circuits have been conceded by the Department of Justice is one more in a long succession of examples of the difficulty of attempting to obtain production financing from exhibition.

EFFG officials, in making the announcement concerning their organization, did not spell out what they considered the "reasonable" conditions for which they would want Justice Department endorsement to be.

•

That, however, does not seem too important because the Justice Department has had the matter of divorced circuit participation in EFFG under consideration for nearly a year and, in that time, has indicated pretty clearly the kind of operation to which it would have no serious objection.

There is not likely to be a change in the Department's viewpoint now. Nor would it be likely to hold much significance if there were, because officials of several divorced theatre companies have stated privately that their companies have no plan to participate in film financing activities even should the Justice Department clear the way for it.

•

EFFG was formed to aid in lessening the product shortage which has plagued exhibitors for the past several years.

At the Theatre Owners of America convention in Los Angeles, it was apparent that not even TOA leaders are in agreement on whether or not a serious product shortage still exists.

In the convention keynote address by Mitchell Wolfson the shortage of product was mentioned as an exhibitor problem which remains to be solved.

In the report on EFFG made to the convention by Samuel Pinanski

(Continued on page 2)

Television Today

IN THIS ISSUE **PAGE 7**

- **A member of the staff wonders out loud why it apparently is felt necessary to locate the stories told on Television in such geographical vacuums as "Centerville, U. S. A." He thinks it's wrong—and says why.**

- **Passing in Review—The Showmakers—Who's Where—Spotlighting the News: what's going on in Television and who is making it go on receive pointed, objective attention.**

Cites Need of Gearing Product

Continued Growth of Foreign Market Forecast by RKO's Walter Branson

Continued growth in the foreign market was forecast here at the weekend by Walter Branson, world-wide sales manager of RKO Radio Pictures.

Walter Branson

Branson said the growing position of the foreign market had been matched by the increased concern of the studios to turn out pictures which have an international flavor. In his discussions with executives of the new management group, topped by General Teleradio president Thomas F. O'Neil and RKO Radio Pictures president Daniel T. O'Shea, Branson said the need for gearing product to

(Continued on page 2)

Rube Shor to 'NameNames'

From THE DAILY Bureau

CHICAGO, Oct. 16.—Rube Shor, president of Allied States Association, will "name names" and seek to sift the truth "from the current blasts of hot air" when he makes the keynote speech at the Allied annual convention here next month. The announcement that Shor would make the curtain-raising address was released at the weekend by Jack Kirsch, convention chairman.

Shor, it was stated here, already has indicated that while his speech

(Continued on page 2)

Hutner to New Post With 20th-Fox

In an effort to streamline the efficiency of the publicity-advertising-exploitation department as it now exists in the motion picture industry, Charles Einfeld, vice-president of 20th Century-Fox, has announced the appointment of Meyer Hutner to the position of account executive in

(Continued on page 11)

Beggs, Economist, to Open 16mm. Defense

By WILLIAM R. WEAVER

LOS ANGELES, Oct. 16.—Kenneth Beggs, an economist in charge of the research department at Stanford University, will be the first defense witness to be placed on the stand Tuesday in the government's 16mm. anti-trust suit, it was disclosed here on Friday by Robert G. Rifkind, defense attorney. His testimony may consume

(Continued on page 11)

Coyne's Statement

Credits Cut in Tax for Saving Many Theatres

Compo Counsel Report Barred by House Unit

By J. A. OTTEN

WASHINGTON, Oct. 16.—The 1954 admissions tax reduction has been partially effective in saving many theatres from closing, Robert W. Coyne, special counsel to the Council of Motion Picture Organizations, told the Forand subcommittee of the House Ways and Means Committee.

Coyne's statement was made in an exchange with members of the subcommittee, which did not allow the COMPO special counsel to deliver his prepared statement on the effects of the admission tax reduction. He was told at Friday's hearing to bring his prepared report before the full Ways and Means Committee some time next year.

Subcommittee members pointed out

(Continued on page 11)

Report 'Oklahoma!' Advance Sales Top $100,000 on Orders

An advance sale of a "little over $100,000" has been chalked up by "Oklahoma!" at the Rivoli here, Magna Theatre Corp. disclosed at the weekend.

The $100,000 figure was registered as of last Thursday matinee, the first public performance of the Rodgers and Hammerstein Todd-AO production, Nicholas J. Matsoukas, publicity

(Continued on page 11)

UA Opening New Exchange in N.O.

Special to THE DAILY

NEW ORLEANS, Oct. 16.—A new United Artists exchange building in New Orleans, constructed to accommodate the company's expanded sales activity, will be officially opened here on Tuesday in a ceremony attended by UA home office executives, field

(Continued on page 11)

PERSONAL MENTION

SAMUEL SCHNEIDER, Warner Brothers vice-president, and MRS. SCHNEIDER left New York by plane at the weekend on a trip to company offices in London, Rome, Paris and Amsterdam.

•

EDWARD L. HYMAN, American Broadcasting-Paramount Theatres vice-president, and BERNARD LEVY, his assistant, have returned to New York from Salt Lake City.

•

WALTER READE, JR., president of Walter Reade Theatres, who arrived in San Francisco on Friday from Los Angeles, will leave the Bay City today with MRS. READE for Las Vegas.

•

MARTIN SCHER, of the United Artists home office foreign department, is the father of a son born to MRS. SCHER at Maimonides Hospital, Brooklyn.

•

WILLIAM B. ZOELLNER, M-G-M short subject and newsreel sales manager, will arrive in Des Moines today from Omaha.

•

LEONARD MOSELEY, film critic of the "London Daily Express," arrived in New York from London over the weekend via B.O.A.C.

•

CHARLES J. FELDMAN, Universal Pictures vice-president and general sales manager, will return to New York today from the Coast.

•

W. W. SPENCER, M-G-M studio manager, has returned to the Coast from New York.

•

RUSSELL HAYDEN, producer, will leave here today for the Coast.

Feldun to Germany As UA Sales Chief

The appointment of Leon Feldun as United Artists' general sales manager in Germany, with headquarters in Frankfurt, was announced by vice-president Arnold Picher.

Feldun has been a member of UA's foreign executive staff at the home office for the past year. Prior to that he was the company's manager in Puerto Rico for two years.

Feldun joined United Artists in 1952 after 14 years with MGM's foreign organization, in which he served as sales supervisor of several countries in the Middle East, as well as in India, Pakistan, Burma and Ceylon.

He leaves New York by plane today to assume his new post in Germany.

Editorial

(*Continued from page 1*)

the existence of EFFG during the past year was credited with having spurred producers into increasing their output, with the result that the product shortage has been materially eased.

It is a fact that more product is available today than two years ago, whether as a result of exhibitor efforts to bring new production into being, or merely the fruition of the normal plans of producers; we think every exhibitor is qualified to judge for himself.

It may be noted in passing, however, that the Allied States' approved Makelim Plan which did not even ask for financial advances from exhibitors, had difficulties aplenty getting off the ground, and finally did so only recently by virtue of Hal Makelim's personal financing. By the same procedure he might have advanced the start of his project by more than a year, completely bypassing exhibitor participation.

•

Why is it that exhibitors will spend months decrying a "product shortage" yet withhold support from every attempted move to relieve the "shortage?"

Is it just that exhibition today lacks the adventurous, determined spirit and willingness to take a gamble that made a success of the old First National company?

Or is it that exhibition, perhaps even while denying it, realizes that in today's market and at today's costs, production actually is shouldering a gamble that exhibition is unwilling to assume, even partially and temporarily?

Only exhibition can supply the answer. Until it does, few producers are likely to be impressed by the transparent motions which exhibition makes in the direction of itself becoming a supplier of film.

Rhoden, Orear Made Commonwealth V-Ps

KANSAS CITY, Oct. 16. – E. C. Rhoden, Jr., and Richard H. Orear have been made vice-presidents of Commonwealth Theatres, H. E. Jameyson, chairman of the board, has announced.

Rhoden has been assistant to Robert Shelton, president, and will assume the latter's duties while Shelton is recuperating from a serious illness. Orear, a veteran of the Commonwealth organization, will assist Rhoden in general administration.

Urge 20th Holders To Exchange Stock

Old stockholders of 20th Century-Fox Film Corp. were notified that Dec. 1 is the final date for the exchange of the old common stock for those of the new film company and of National Theatres in a letter to stockholders issued here at the weekend by Donald H. Henderson, treasurer and secretary.

This exchange and the final exchange date was provided for under the reorganization plan to separate the Fox theatre business from the picture producing and distributor business.

Branson

(*Continued from page 1*)

the foreign market was emphasized.

In the past, with the frequent management shifts at RKO, the foreign market has been a sustaining influence, Branson indicated.

Branson, comparing the attitude of film companies to the foreign market currently against the sentiment years ago, said it was now felt that the foreign field was an integrated part of a film company's operation, not an adjunct to it, and there really is only one market; that is, the world market.

Wide Screen Popular Abroad

Speaking about trends in the foreign field, Branson said there was an apparent shift to wide-screen projection. He cited the experience of his company over the past year with Superscope pictures, prints of which also were and are available for conventional projection. RKO's experience, he continued, shows a constant diminishing in the demand for conventional prints as more and more theatres abroad equip for wide-screen projection. Once foreign exhibitors do equip, he added, they seek the anamorphic wide-screen print.

Regarding the healthy trend in business abroad, Branson added that the currency remittance situation in major countries is "very liquid." reservations were "extraordinarily high."

Rube Shor

(*Continued from page 1*)

will be broad in scope, he will give special attention to film prices and selling policies as well as exhibitor-distributor relations.

The Allied president has registered his disturbance over the alleged refusal of film companies to grant substantial relief and TOA's attitude since the visits to film company sales heads were completed.

With the convention less than a month off, Kirsch said that advance

. . . NEWS ROUNDUP

End First Cinerama Run

"This Is Cinerama" will end it run at the Warner Hollywood Theatr in Hollywood on Nov. 13, beatin the long-run engagement of the picture at the Warner Theatre in Nev York where it played for 122 week and three days. The initial Cineram film at the Warner Hollywood already has run 136 weeks and wil be followed by "Cinerama Holiday.

■

Fox-ites to Show Art

The 20th Century-Fox Famil Club will open its second annual ar exhibit today. This year the categor of photography will be included. Th display will be exhibited throug Nov. 16.

■

Support 'Toys for Tots'

St. Louis and St. Louis Count theatres are cooperating with th Better Films Council of Greater St Louis, the Board of Religious Organizations and the United State Marine Corps in the annual "Toy for Tots" motion picture theatr matinees. On Saturday, Nov. 19, an child who brings a toy to the Boar of Religious Organizations for distribution to needy children at Christmas will be admitted free.

■

Issues Award Bulletins

Ernie Emerling, ad-publicity director of Loew's Theatres, has inaugurated a series of bulletins to theatr managers and publicists, which wil highlight circuit activities on th Audience Awards poll. Bulletins wil serve as an exchange of ideas an newspaper articles.

'Velvet Swing' Press Preview Tonight

20th Century-Fox's CinemaScop production, "The Girl in the Red Velvet Swing," will have a "gala" pres preview this evening at New York' Roxy Theatre before an audience o celebrities and leading figures draw from many walks of life.

The advance showing of the romantic drama starring Ray Milland Joan Collins and Farley Grange preceding by two days Wednesday' official opening of the Charle Brackett production, is the latest i a series of Hollywood-styled preview staged by the company in recen weeks.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcl 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year a a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10

PEOPLE

Edith Lynch has resigned as magazine contact with RKO studios in Hollywood to become exclusive press representative for **Jane Russell.** Miss Lynch will work jointly with Russ-Field Corp. and Hughes Productions.

¤

M. Clay Adams has been appointed manager of the new film productions operation department at CBS Television. Henceforth, all operations having to do with the production of motion pictures for the network will be diverted to this department.

¤

Mrs. Paul Ames, New York socialite, has agreed to serve with **Gus Eyssell** as co-chairman of the ticket committee for the Will Rogers Memorial Hospital world premiere benefit of "Guys and Dolls" at the Capitol Theatre here, Nov. 3.

¤

Bill Warner has joined the NBC Film Division as a sales representative. Warner was with Ziv TV Programs for the past four years, prior to which he managed radio station KSVC, Richfield, Utah.

'Harry' and VV Bow At the Paris Here

Alfred Hitchcock's "The Trouble With Harry," in VistaVision and Technicolor, had its New York premiere last night at the Paris Theatre. Starred in this Paramount release are John Forsythe and Hollywood newcomer Shirley MacLaine.

Hitchcock attended the opening with press, television and radio people. Sunday's premiere marked the debut of the Paris Theatre's newly installed screen and projection equipment designed for the presentation of VistaVision.

Frank Sinatra Forms Kent Productions

HOLLYWOOD, Oct. 16.—Frank Sinatra has completed formation of Kent Productions, Inc., an independent company which will produce films for motion pictures and eventually for television. Sinatra will serve as president of Kent Productions with Henry Sanicola, vice-president and secretary-treasurer.

Kent Productions' initial picture, "Johnny Concho," will begin shooting on Nov. 28. It will be released by United Artists.

Cole Joins Gold

Stan M. Cole, formerly president of the Cole Organization, has joined Mel Gold Productions, Inc., as executive director of the industrial films division, it was announced by Melvin L. Gold, president.

Newsreel Monopoly Terminated

New Regime in Argentina Promises Reforms But Few Have Materialized

By NATALIO BRUSKI

BUENOS AIRES, Oct. 12 (By Air Mail).—Film circles here have found some of the policies adopted by the new governmental department heads definitely disappointing and the feeling persists that some of the decisions made are not conducive to the restoration of free enterprise in the film business in Argentina.

American distributors have not yet obtained any more exhibition permits despite the fact that at the outset it was announced that all the films on hand here would be authorized for exhibition. The assurance has been given that the necessary authorization will be granted momentarily, but actually nothing has happened.

Pact Renewal Awaited

Insofar as importation of new films is concerned, it is almost certain that there will be no decisions until the Cereijo-Johnson agreement is renewed. It expired a few weeks before the revolution.

American earnings will continue frozen here as the country's financial position does not permit currency conversion. Also, it has been officially announced that the domestic film and theatre industry will continue under the extensive protection and rigid controls which have applied heretofore. This includes the required exhibition of Argentine films and the establishment of release dates corresponding to local productions.

However, it has been announced that the newsreel monopoly will be terminated and the field will be opened to all comers.

Johnston Letters Taken

Possessions of Raul A. Apold, former press secretary who controlled the entertainment board, were searched by police and among them were reported to be letters from Eric Johnston, president of the Motion Picture Association of America, the contents of which have not been made public.

The ban on pictures imposed for political or ideological reasons has been lifted.

Most of the present difficulty, it is felt, stems from the same people who for 12 years have controlled the board and from those who are struggling to retain powers and privileges to which they are accustomed.

Publicists Mark 15th Anniversary at Ball

The Screen Publicists Guild (District 65) marked its 15th anniversary by staging its annual Movie Page Ball on Friday evening at the Hotel Pierre here.

The 1955 Guild's Ball was attended by advertising, publicity and exploitation personnel from the major film companies. SPG represents the publicists at 20th Century-Fox, Warner Brothers, Columbia Pictures, Universal-International and United Artists.

It's Carnation Day In Columbia Offices

Those carnations that are being sported in the lapels of Columbia Pictures personnel today are a salute to vice-president Jack Cohn and the signal that the Jack Cohn sales drive is under way. Every division manager, branch manager, salesman, office manager and booker in the 33 exchanges is wearing one. The flowers were supplied by the home office in respect to Cohn's daily habit of wearing a floral decoration.

8 Companies Sign New Pacts With H-63

Eight film companies have completed negotiations and signed two-year labor contracts, retroactive to Sept. 1, with the Home Office Employees Union, Local H-63, IATSE, according to Russell M. Moss, H-63 executive vice-president.

The new contracts, which cover "white collar" employees at Universal, Warner Brothers, Columbia, 20th Century-Fox, RKO Radio Pictures, Music Publishing Holding Co., Precision Film Labs and Pathe Labs, provide for $4 to $7 general weekly increases plus a similar hike in job minimums, three weeks' vacation after 15 years, and severance pay up to 12 weeks, plus other benefits.

Moss revealed that under the Columbia and Warner contracts, the film companies will establish a Blue Cross hospitalization plan which will cover employees and their dependents, with the companies paying 25 per cent of the cost.

Paramount Publicists Sign

H-63 also settled the Paramount publicists' contract, Moss said. Under that agreement some 27 advertising, publicity and exploitation personnel at the Paramount home office received a flat $10 increase across the board and the vacation period was extended to three weeks for 15-year employees.

Moss, in discussing the negotiations, said that talks are almost completed at Republic, Consolidated and Paramount Newsreel. He said that the union has met with some obstacles with Stanley Warner Corp. and RKO Theatres and that contract talks will shortly open at United Artists and Loew's.

Commenting on the H-63 plan to organize the field men employed by the film companies, Moss said that he hopes to file with the National Labor Relations Board for an election.

Drive-in Wins Ramp Depreciation Right For Tax Purposes

From THE DAILY Bureau

WASHINGTON, Oct. 16.—The Internal Revenue Service here has apparently overruled a district director who made a tax ruling that would have been disastrous for drive-in theatres.

Construction costs of drive-in ramps have always been held depreciable for tax purposes. Recently, however, the New England district director ruled, in the case of a Maine drive-in, that this depreciation could not be allowed, holding that there was no construction or improvement involved. However, on the protest of the exhibitor, he agreed to forward the matter to Washington headquarters for a higher ruling.

Allied States Association general counsel Abram F. Myers, notified of the dispute, made strong representations at the Internal Revenue Service here. Now, apparently, the Washington headquarters has overruled the district director, for the exhibitor has been notified that depreciation will be allowed, as previously.

Upholds Film Section Of NARTB TV Code

Television Today..

HOLLYWOOD, Oct. 16.—Harold P. See, chairman of the film committee of the National Association of Radio and Television Broadcasters, and manager of KRON-TV, San Francisco, has voiced a plea to distributors of films for television and to station film directors to insist upon the observance of the film section of the TV code of the NARTB.

See made his statement as a preface to the first Western conference of the National Association of Television Film Directors here.

The national conference of the National Association of Television Film Directors will be held late in the coming spring in Chicago, at which time film directors and distributors will attempt to arrive at solutions to current problems on re-runs, sales techniques and buying attitudes.

Film Editors Judge Year's Best Nov. 15

HOLLYWOOD, Oct. 16. — The American Cinema Editors will hold their second annual Critics' Award event for best film editing of the year on Nov. 15, in the Beverly Hilton Hotel.

The A.C.E. membership will vote to nominate the five best edited motion pictures and television shows, after which the critics will vote the winner in each category.

Fox Projectionist Dies

BOSTON, Oct. 16.—Clarence Hastings, projectionist of the 20th-Fox screening room, died at Faulkner Hospital, West Roxbury, Mass.

20th Century-Fox cordially invites you to trade showings of "The View From Pompey's Head," the picture we regard as one o the most important ever to come out of our studios

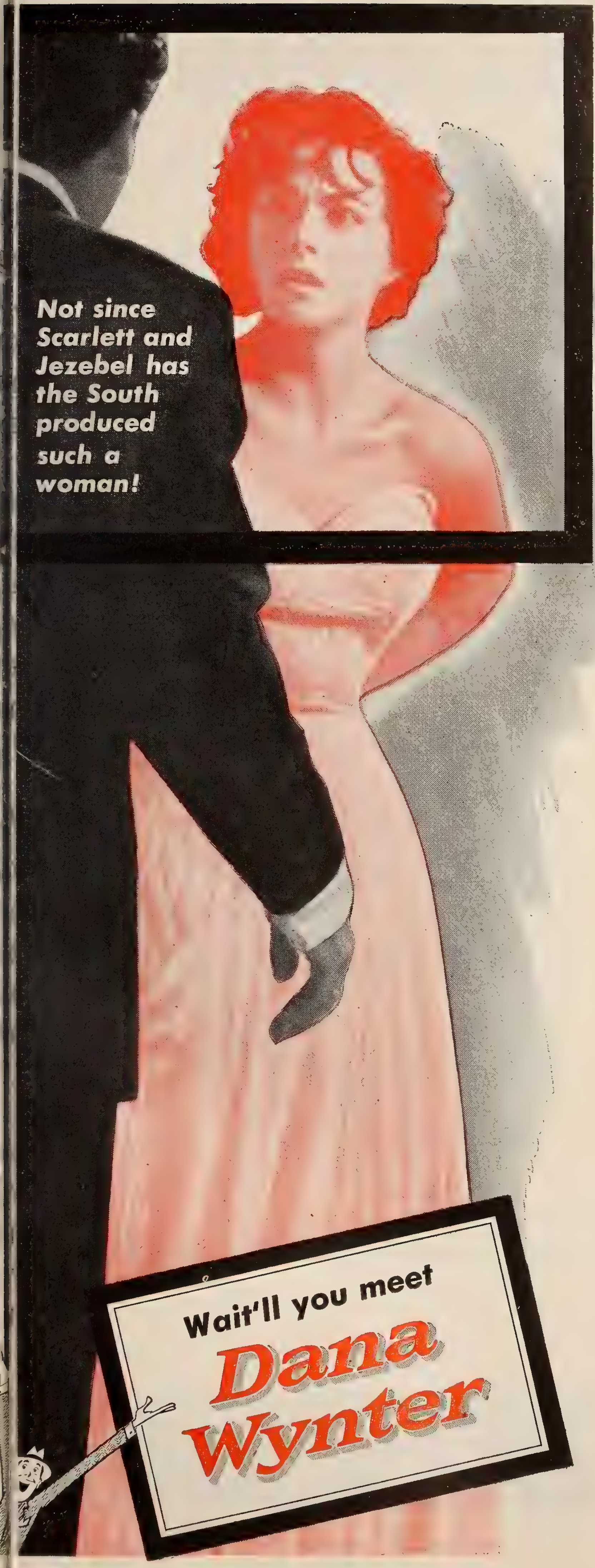
Accidentally she discovered the shocking truth about her husband!

Hamilton Basso's current best seller about today's South presents star-making performances by the brilliant new personalities Dana Wynter and Richard Egan, and the meteoric Cameron Mitchell

"The View From Pompey's Head" has been produced directed and written for the screen by Philip Dunne, who wrote such magnificent motion pictures as "The Robe" and "David and Bathsheba."

"Do you think I go walking on the beach for the exercise?"

It is a milestone in motion picture entertainment. Prepare your emotions for its nerve shattering impact.


Not since Scarlett and Jezebel has the South produced such a woman!
Wait'll you meet
Dana Wynter

Still on the nation's best-seller lists one solid year after publication!

20th CENTURY-FOX's

The View from Pompey's Head

COLOR by DE LUXE

CINEMASCOPE®

starring

RICHARD EGAN
DANA WYNTER
CAMERON MITCHELL

with Sidney Blackmer • Marjorie Rambeau
Dorothy Patrick Davis • From the Novel by Hamilton Basso
Produced, Directed and Written for the Screen by
PHILIP DUNNE

MOTION PICTURE PIONEERS
INC.

THE ORGANIZATION OF INDUSTRY VETERANS
WITH 25 YEARS OR MORE OF SERVICE

TAKE PRIDE IN ANNOUNCING THEIR
STAR-STUDDED

17th ANNUAL SHOWMANSHIP DINNER

An extravaganza of top entertainment

*

HONORING

HERMAN ROBBINS

AS

"Pioneer of the Year"

FRIDAY EVENING
NOVEMBER 4TH, 1955
WALDORF-ASTORIA
HOTEL

RESERVATIONS $20 PER MEMBER
DRESS INFORMAL

*

Pioneers! Rush your reservation now to:
Motion Picture Pioneers, 729 Seventh Avenue, New York City.

*

MEMBERSHIP IN THE MOTION PICTURE PIONEERS IS OPEN TO THOSE HAVING 25 YEARS OR MORE IN EXHIBITION, PRODUCTION, DISTRIBUTION OR LABORATORY THROUGH APPLICATION TO THE ORGANIZATION AT 729 SEVENTH AVENUE, NEW YORK CITY

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

Color in the Air

▶ Robert W. Sarnoff, executive vice-president of NBC, has announced that 31 NBC-TV affiliates, serving areas which include nearly half of all U.S. homes, now are originating their own color programs. In addition 102 NBC outlets are said to be equipped to rebroadcast color programs originated by the network. With the industry's color-casting output up more than 600 per cent over last Fall, Mr. Sarnoff predicts, perhaps not so wistfully, that "the demand for color receivers should grow tremendously." NBC, incidentally, is planning a series of 13 special colorcasts from various parts of the country this Fall to run as inserts on "Today," "Home" and "Howdy Doody."

Fully Sold

▶ The American Broadcasting Company announces that its late entry in the Sunday night television sweepstakes, its Famous Film Festival, last week added three participating sponsors and now is sold out through November 20. Nine participations are available each week, making a total of 54 sold for the six-week period.

Overseas TV

▶ The first telecast "to be beamed from a foreign country to the United States across a body of water," with the emanation and pickup "sustained, intentional and controlled," is the goal of NBC-TV for its "Wide Wide World" November 13 when a portion of the program will originate from Havana. Producer Norman Frank announced last week that successful tests had been made October 5 wherein those sustained, intentional and controlled pictures were transmitted across 230 miles of ocean with just one intermediary, an airplane flying at 11,000 feet.

BOOM

HOLLYWOOD: **The extent of the largesse which television has brought to the motion picture studios here may be gauged by some facts and figures released by the Walt Disney studios last week. Within the past two years total personnel has jumped from 640 to 1,375; a new sound stage and several special effects buildings have been erected; and the number of directors has risen from 12 to 17. With a total of 126 hours of TV film entertainment coming up for the 1955-56 season, the studio claims to have outdistanced all other TV film makers in actual footage filmed.**

Testing Ground

▶ The proposal that a defunct television station in Allentown, Pa., become a test-tube demonstration of toll TV is not without virtue. Since the station is not in business, to restore it to operation would not necessarily make the rich any richer or the poor any poorer. The Allentown-Bethlehem-Easton area also is a place apart from the metropolitan area of either New York or Philadelphia, yet a strangely metropolitan area itself. The area offers a good cross section of the listening public, with borders of three states in a compact pattern.

More Dealers

▶ The number of retail establishments handling radio and/or television receivers has increased by approximately three per cent in the past fiscal year and by over 15 per cent since mid-1952, the Radio-Electronics-Television Manufacturers Association reports. As of July 1 this year, there were 110,200 retail radio-TV dealers, compared with 107,100 in 1954 and 95,400 in September 1952.

The Score

▶ Cunningham & Walsh, which has been studying TV habits in New Brunswick, N. J., reports that as a result of the World Series colorcasts, 11 major dealers in that town sold a total of five color sets, two to bars and three to private parties.

Time Capsule

▶ All of NBC-TV's filmed "Conversations with Elder Wise Men" have been interesting and significant. Now they have one coming up that should find its way into a time capsule. It's a conversation with Herbert Hoover, elder statesman extraordinary, and originally conceived within the 30-minute framework of the "Conversations" program. However, Mr. Hoover proved such an articulate and interesting subject that producer David Englander announced last week that instead of cutting the film, shot last Summer, it shall instead be run as a 60-minute special event November 6.

More Room

▶ If current NBC plans work out, there soon will be enough room on its various "color spread" spectaculars, its "Wide Wide World" programs, its "Matinee Theatre" and its "Project 20" documentaries to accommodate all types and sizes of advertisers. As an example, it has announced that its "color spread" shows are combining the "concepts of the spectacular and 'magazine' shows" to allow smaller advertisers to use the impact of the 90-minute evening programs and the larger advertisers to spread their effort for seasonal and cumulative effect.

More Closed Circuit

▶ Max H. Kraus, of the Jerrold Electronics Corporation, which is fighting toll television over the airwaves in favor of the closed circuit kind, predicted in Chicago recently the widespread use of closed circuit TV in industry and business as a result of recent developments which have reduced installation and operating costs. Installations which previously would have cost from $5,000 to $9,000 now cost between $1,000 and $5,000, he said. In passing, he also touched on the "many untapped uses" of two-way TV.

Additions

▶ The Long Lines Department of American Telephone and Telegraph Company announces the addition of two more television stations to its nationwide network facilities. They are WDBJ-TV, Roanoke, Va., and WHTN, Huntington, W. Va., and they bring the number of stations on the network to 377 and the number of cities served to 248.

TV Appeal

▶ If politicians everywhere follow the advice of Vice-President Richard M. Nixon the television audience will be "treated" to an increasing number of carefully prepared "informal" programs featuring candidates for public office. Mr. Nixon, who probably owes his high position to his skillful TV appearance September 23, 1952, thinks many hours should be spent to get the right "off-the-cuff" effect and create an illusion of intimacy.

In Our View

THE Television medium still has one vast, practically unexplored area wide open before it. Practically virgin is the field of public service lying in front of the television industry.

The developing techniques of the medium make even more valuable to the commonweal the service which television can and should offer. In the recent trial by water which struck so large an area of the Northeast in the flood period television did yeoman service in warning, appraising, urging and in the final emergency, stimulating the collection of food, clothing and money to aid the sufferers. Other areas of assistance of similar nature must be zealously sought and pursued intelligently and selflessly by the industry of television if it justify the position of confidence in which the American public has placed it.

News programs of consequence and significance, in the imparting of general information, the valuable service which may be rendered the public generally by certain program series which may carry a message of import into the home, and the whole opportunity-studded area of education, wherein the first real steps have yet to be taken, are but a sampling of the service potential. It must not be neglected by a responsible industry.

Passing in Review

THEY'RE GIVING AWAY $100,000 on NBC-TV, but the premiere of Louis G. Cowan's "The Big Surprise" last Saturday night did not, according to the poll people, outdraw its CBS-TV rival, "Beat the Clock." It just may be that television quiz shows are getting more complicated than contract bridge. NBC-TV's George Gobel returned the same Saturday night, burdened, unfortunately, with mother trouble. Mr. Gobel does not need an Oedipus complex to be funny. An hour later Jackie Gleason's Ralph Kramden also was suffering from mother (-in-law) problems on CBS-TV. Both ladies are excess baggage. Last Sunday was a beautiful, balmy day in most of the nation, and worse luck for the premiere of CBS-TV's "Omnibus" and its literate, if necessarily foreshortened summary of the Renaissance, as well as NBC-TV's predictions for "1976." What may turn out to have been one of the best performances of the season was delivered by Phyllis Thaxter on CBS-TV Wednesday night in the U. S. Steel production of "Obsession," under the excellent direction of Sidney Lumet. Also:

SHOW BIZ, NBC-TV, 1½ Hour, 7:30 P.M., EDT, October 8, 1955. Live, compatible color, from Hollywood. For Sunbeam, U. S. Rubber, Maybelline.

Ostensibly an adaptation of that monumental work of history by Abel Green and the late Joe Laurie, Jr., "Show Biz" turned out to be a fairly ordinary 90-minute revue, including stars and (with one or two exceptions) acts which might be seen on any variety show of less sociological importance. It was, however, a pleasant format even if it didn't evoke any great feeling for the past. Bert Lahr and Buster Keaton contributed a couple of nostalgic blackouts, while the rest of the performers, no matter what vintage were their costumes, were strictly 1955. This was especially true in the case of dynamic Eartha Kitt, who took Eddie Cantor's old comedy number, "Whoopee," and made it into a sexy blues. Others in the large and competent cast included Groucho Marx, Rosemary Clooney, Dennis Day, Art Linkletter, Dennis Day and Beatrice Kay. Ernest D. Glucksman was producer.

GOODYEAR PLAYHOUSE, "The Expendable House," NBC-TV, 1 Hour, 9 P.M., EDT, October 9, 1955. Live. For Goodyear.

Reginald Rose, one of television's top writers, had an off night in his "Expendable House" script which kicked off the new Goodyear-Alcoa Sunday night drama series (with Alcoa in for the departing Philco). There was about this tale, dealing with a G.I. who "finds" himself during an A-bomb test, that feeling so often evident in better-than-average TV drama: it might have been a truly superior script if the writer just had had more time. Still it must be admitted that there is an excitement about an only so-so "live" presentation, such as this, that is seldom found in better filmed drama. John Cassavetes, as the troubled G.I., provided much of the excitement here with the kind of honest and sensitive performance for which he now is known. In support were Glenda Farrell, as his unknowingly shrewish mother, and Paul Hartman as his ineffectual father. Dan Petrie's direction succeeded in bridging some of the script's awkward moments and in creating suspense.

THE MARTHA RAYE SHOW. NBC-TV, 1 Hour, 8 P.M., EDT. Tuesday, October 11, 1955. Live. For Sunbeam Electric.

The redoubtable Martha Raye, whose humor is about as broad as her mouth, returns to the TV screen once again in the type of show with which her undoubted audience is quite familiar. With Miss Raye it's a case of liking or not, but definitely, and this opening show is about par. She had as her initial guests Rocky Graziano, boxer turned boxer, and Douglas Fairbanks, Jr., who seemed somewhat out of his element.

YOU'LL NEVER GET RICH. CBS-TV, ½ Hour. 8:30 P.M., EDT, October 11, 1955. Film. For Amena.

That excellent comic, Phil Silvers, herein is Sergeant Bilko, the top sergeant who never overlooked a good bet—or a bad one, and whose comedy talent proves its high quality once again. This series, which began a couple of weeks ago, is fast, lively and highly amusing situation comedy, centering about the life of Sgt. Bilko and his platoon on the army post. Good comedy, well handled.

WHERE WERE YOU, ABC-TV, ½ Hour, 10:30 P.M., EDT, Tuesday, October 11, 1955. On Film. For Webster Cigars.

There is a possibly intriguing formula here, with Ken Murray as host, producer and deliverer of commercials. A specific date is cited, in this instance May 18, 1953, and the screen reels off notable news events connected with the period, and vague background figure. Eventually is pictured the man and event, in this case Capt. Joseph McConnell, first triple jet ace, and the day in Korea when he scored his distinction. A final scene is a recorded interview with the officer, done shortly before his death in 1954. The unhappy part of this particular item, and let's hope it is not standard, are the unfunny jokes by Murray, with here the utter bad taste of humor injected into such a serious subject. The idea, however, is not bad.

COMMERCIALS ON THE SPOT

Continued activity on production of new commercial spots, to freshen the advertising appeals for a variety of products, includes the following:

At ACADEMY PICTURES

U. S. Steel Products (*BBDO*)
California Wines (*Roy S. Durstine*)
Revlon Cosmetics (*Norman, Craig & Kummel*)
Royal Gelatin (*Ted Bates*)
Ford Motors (*J. Walter Thompson*)
La Palina Cigars (*Norman, Craig & Kummel*)
Instant Sanka Coffee (*Y & R*)
Rheingold Beer (*Foote, Cone & Belding*)
Delco Batteries (*Campbell-Ewald*)
Gulfpride (*Y & R*)

At ATV FILM PRODUCTIONS

Crisco (*Compton*)
Chase & Sanborn Coffee (*Compton*)
Royal Gelatin (*Ted Bates*)
Crosley TV Sets (*Compton*)
Blue Bonnett Margarine (*Ted Bates*)
Drene Shampoo (*Compton*)

At GEO. BLAKE ENTERPRISES

Gaines Dog Meal (*Benton & Boles*)
Lucky Strike Cigarettes (*BBDO*)
General Electric Home Appliances (*Y & R*)

At CARAVEL FILMS

Instant Postum (*Y & R*)
Goodyear Air Foam (*Kudner*)
Bufferin (*Y & R*)
U. S. Savings Bonds (*McCann-Erickson*)
Gillette Razors (*Maxon*)
Nash Cars (*Geyer*)

At DYNAMIC FILMS

Sunbeam Air Conditioners (*Ellington*)
Homecraft Spray Gun (*Television Adv. Assoc.*)
Coty Cosmetics (*Ellington*)
Chevrolet Cars (*Campbell-Ewald*)
Cities Service Gas (*Ellington*)

At ELLIOT-UNGER-ELLIOT

Kodak (*J. Walter Thompson*)
Gold Medal Flour (*Dancer-Fitzgerald & Sample*)
Wildroot Cream Oil (*BBDO*)
Hazel Bishop (*Raynor Spector Co.*)
Avon Cosmetics (*Monroe Dreher*)
Beechnut Gum (*Kenyon & Eckhardt*)
Cameo Stockings (*Donahue & Coe*)
Chesterfield (*Cunningham & Walsh*)
Canada Dry Beverages (*J. M. Mathes*)

At SARRA, INC.

Pet Milk (*Gardner*)
Gillette Safety Razors (*Maxon*)
7-Up (*J. Walter Thompson*)
Big Boy Hamburgers (*Rollman Adv.*)

At SCREEN GEMS

Flatstaff Beer (*D.F.S.*)
Scott Paper Napkins (*J. Walter Thompson*)
Vicks Cough Syrup (*BBDO*)
Bulova Watches (*McCann Erickson*)
Nabisco Toys (*Kenyon & Eckhardt*)
Budweiser Beer (*D'Arcy*)

At TRANSFILM

Prestone Anti-Freeze (*Wm. Esty*)
Old Spice For Men (*Shulton*)
Rheingold Beer (*Foote, Cone & Belding*)
Duco Paint and Car Polish (*BBDO*)
Old Gold (*Lennen and Newell*)
RCA Victor TV (*Kenyon and Eckhardt*)
Camel (*Wm. Esty*)
Scotch Tape (*McManus, John & Adams*)
General Electric TV (*McManus, John & Adams*)
Betty Crocker Cake Mixes (*BBDO*)
Ban Deodorant (*BBDO*)

At UNITED WORLD FILMS

DeSoto Cars (*BBDO*)
Lux Gold Foil Soap (*J. Walter Thompson*)
Pepsi-Cola (*Biow-Beirn-Toigo*)
Campbell Soups (*Leo Burnett*)

At WILBUR STREECH PRODUCTIONS

Scotts Emulsion (*Atherton & Currier*)
Q Tips and Enno (*Atherton & Currier*)
Famous Film Festival (*ABC Network*)
Tartan Lotion (*Ellington*)
Yellow Pages, Telephone Book (*Raymond Spector*)
Kleenex Tissues (*Spector*)

"IN THE EAST" it's MOVIELAB FILM LABORATORIES, INC.
619 W. 54th St. • New York 19, N. Y. • JUdson 6-0360
QUALITY is our business

Who's Where

ABC changes, effective today: **ERNEST E. STERN**, publicity manager, to director of advertising, promotion and publicity for the western division TV Network, Los Angeles; **ADOLPH L. SETON**, from assistant to publicity manager, New York; **ANTHONY LEIGHTON**, from photo editor to assistant publicity manager; **CHRISTIE BARTER**, from assistant to photo editor; **SEYMOUR VAL** in as copy chief, audience promotion; **ART FOLEY**, in as assistant photo editor.

HERBERT W. HOBLER has been named vice-president in charge of sales for TelePrompter Corporation, New York. Others: **WARREN ABRAMS**, stations division head; **WILLIAM MARSH**, public speaking and staging division; **JAMES BLAIR**, sales service division; **NAT MYERS**, director of operations; **PHIL ELBERT**, comptroller.

DONALD DRUCKER has joined George Blake Enterprises, Inc., TV film producers, as film editor; **GEORGE GOODMAN** added as film expediter, and **JACK LIEBERMAN** as studio manager.

HARRIET KAPLAN and **LILY VEIDT** will join the Harry C. Brown Agency November 1, handling talent.

JASON LANE has been named manager of research for the NBC Film Division, Ted Sisson, director of the division, announced.

STATION TO STATION

It was real slick timing that went into the installation and use of its 20,000-watt transmitter and single section antenna by WHTN Television, Channel 13, in Huntington, W. Va. Also involved was remodeling of the studio, and acquiring a full staff. The station serves 1,300,000 persons in 340,000 homes in a tri-state area. It was a sterling 24-day job.

A planned community antenna network, coming more and more into use, is under way, as in some other communities across the country, in Eugene, Ore., with coaxial cables strung across the area from four tall antennas on a hillside by Abar TV Cable Company. For a fee, owners may tap into the cable instead of having individual antennas. The initial fee to subscribers is reported at $135, with an additional monthly charge amounting to $3.75.

A smart new departure in theatrical seating is employed in TV Theatre No. 2 at KTLA's Sunset Studios in Hollywood. Approved by the local fire department, the method is called "continental seating." There is no center aisle, using two side aisles, each four feet wide. A distance of 51 inches is provided between rows of seats, making for a high degree of comfort.

The Madison Square Garden sports schedule on Station WPIX, Channel 11 in New York, for 1955-56 is almost sold out, it is reported happily by the station. The series begins Saturday, October 29, with a schedule which calls for no less than 58 Fall and Winter championship events.

Harold Harris is director of news for WNDU-TV and WNDU-AM, Notre Dame stations at South Bend. He is a former news editor at radio stations WJOB, and WJIZ, Hammond, that state; and previously had a newspaperman's and correspondent's career in several locations.

"SOMEWHERE, U. S. A." IS JUST NOWHERE, OUR MAN COMPLAINS

Sir:

Television Today, **in its issue of September 26, properly drew attention to the fact that "Kukla, Fran and Ollie" now is the only major network origination from Chicago, and we indicated that "a good way to head off criticism of network operation would be to provide at least a semblance of national originations." That's well and good but it seems to me, as a private televiewer whose roots go back to a small town called Barrington in Illinois, that the problem goes somewhat deeper than network origination.**

The new television season has gotten under way on a wave of gags—from Milton Berle, Bob Hope, Red Skelton and George Gobel, to name a few—which highlight the existence of Forest Lawn, the Los Angeles Freeway, Disneyland, smog and the Beverly Hilton Hotel, each a phenomenon indiginous to that very small area of California where the above-mentioned live, work, love and play. It's unimportant that 99 per cent of this nation's 160,000,000 citizens will have absolutely no idea what the Beverly Hilton looks like until they take their vacations next summer. What is important is the peculiar rootlessness of so much television comedy and drama today.

This rootlessness is a double-edged thing, resulting in a provincialism in television comedy that is preoccupied with the superficialities of perhaps three small geographical areas, and in television drama which consciously de-emphasizes any geographical identification whatsoever.

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A whimsical cartographer some years ago put together a map of the United States that was simply New York and California separated by a fancy pub called the Pump Room in Chicago and a couple of oil derricks that were Texas, and which was purportedly a Hollywood producer's view of the nation as he whisked from one coast to another.

Something on this order might now be appropriate as far as television comics are concerned, except that the introduction of the non-stop DC-7 has eliminated even Chicago. This provincialism was—and is—present in radio, but is all the more striking in the visual medium of television. Broadcast over our extensive system of communications, it has conditioned the American public from Bangor to San Antonio so that, like the mouse which salivates at the sound of a gong, the public roars with appreciation at the mere mention of smog.

In the field of television drama, rootlessness is even more distressing. A case in point is the fate of Molly Goldberg, who this season moved her family from its comfortable apartment in the Bronx to a never-never land identified as Haverville, U. S. A. The results have been disastrous. Gertrude Berg's chronicle of family life in the Bronx which, for sheer detail, might be compared to Marcel Proust's endless work, had a validity and reality that was inextricably bound up in the place she knew so well. Haverville, U. S.A. is supposedly the average American small town community, a place that doesn't exist and thus has about as much reality as a country club on Mars.

In recent years motion picture producers have discovered the importance of geographic locations, and not just for the pretty vistas they offer. The surface story of "Three Coins in the Fountain" could have taken place nowhere but in Rome and Venice, but in that very fact it took on an individuality of meaning that invited audience belief and, in turn, identification—both for people who had never been there and those who might not give a rap for the scenery.

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It is in the field of soap opera that this lack of regional identification is most marked. Look them over and you'll find that they all take place in such towns as Fairview, Centerville and State City. A perennial nighttime show takes place in Big Town, for which reason I can't get at all excited about it. This is not to advocate location production for such shows, but only the added inducement to belief afforded by specific times and places. I'm a pushover for any "and then" narative, no matter how maudlin, and a soap opera that took place in Yakima (where I've never been either) probably would have me as a steady viewer.

One of the reasons that a famous old radio jawbreaker has continued for so long may be that it has always existed in a real place. When Mother Barber goes off on a toot, it's to Williamsburg, Virginia, not Centerville. "Big Story" also has made some notable contributions to the use of actual locations. Jackie Gleason's Ralph Kramden is honest and appealing because, among other things, Ralph is a bus driver in New York City, not Big Town, and that disreputable apartment he shares with Alice could exist nowhere but in New York, or perhaps Chicago, or Pittsburgh, but never in State City.

I'm probably old-fashioned in that I like to know *where* stories take place and I've found that when I do know (and believe in that place's existence), it's usually been a better show. Thornton Wilder, in writing such a wild farce-fantasy as "The Skin of Our Teeth," which might very easily have been laid in Anywhere, U. S. A., had the good sense to place it in—of all places—Passaic, N. J.

Last night's "Wide Wide World" telecast was a fairly spectacular look at some of the geography which this nation offers to television producers, dramatists and even comedians and their well-publicized writers. There are, all together, 48 different states in the union! Some people are haunted by phantoms from space. With me it's those phantoms from Centerville and gags from Forest Lawn.

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The Show-Makers

Hans Conreid *will be Gen. Francis Marion, "The Swamp Fox" on the DuPont Cavalcade Theatre October 25, on ABC-TV. Featured will be* ***Nancy Hadley, Ron Randell*** *and* ***Paul Brinegar.***

◆

Joe Walker, *19 years old and a recent discovery, is the winner of a talent search for a featured role in "Doctor Hudson's Secret Journal," television series produced by MCA TV, Ltd., Film Syndication Division.*

◆

Charles Boyer *will play the lead in "Let the Chips Fall" on the Four-Star Playhouse over CBS-TV October 20.* ***Paul Laughton, Rhys Williams*** *and* ***Jean Willes*** *are featured with him. Roy Kellino directs from a script by* ***Dick Carr.***

◆

Phyllis Avery *is to be in "The Girl Who Scared Men Off" on the Schlitz Playhouse of Stars October 21 over CBS-TV.* ***Siegfried Herzig*** *adapted from a story by* ***George Carousso.***

◆

Virginia Grey, De Forrest Kelley, Olive Sturgess, Gilmore Bush *are in Wednesday's The Millionaire episode, titled "The Story of Iris Millar."*

◆

It's a family party on Alfred Hitchcock Presents October 30, with daughter ***Pat Hitchcock*** *starring in father's "Into Thin Air," suspense number from Alexander Woollcott's "The Vanishing Lady," famed short story. It's on CBS-TV.* ***Don Medford*** *directed, with adaptation by* ***Marian Cockrell.***

◆

Betty Hutton, *who makes one of her infrequent television appearances October 25 on NBC-TV's "The Chevy Show," will have as guest stars* ***Sophie Tucker*** *and* ***Jimmy Durante.***

◆

Loretta Young, *who has been ill since last April, will be well enough to face the cameras in November, when she will once again headline her filmed "Loretta Young Show." During Miss Young's absence, some of Hollywood's top stars have been pinch-hitting.*

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BRITISH TV

LONDON: Opening salvoes in the sponsored vs. non-sponsored battle for viewers have been fired. On Channel 9, AR (Associated-Rediffusion) and AB (Associated Broadcasting), within days of the first commercial TV programme going on the air, were wooing viewers with such programmes as—I Love Lucy, Dragnet, a Scotland Yard series starring Boris Karloff, Roy Rogers, Liberace and stars Tommy Trinder, Gracie Fields and Guy Mitchell.

The B.B.C. on Channel 1, retaliated with three new shows—all originating from America—I Married Joan starring Joan Davis, the Gracie Allen show and This Is Your Life.

But biggest difference between the programmes has been commercial TV's introduction of give-away shows—four in four days. AR has Take Your Pick run by Michael Miles and Hughie Green's Double Your Money. AB has People Are Funny, visual version of the Radio Luxembourg show; and Beat The Clock from Sunday Night At The London Palladium.

B.B.C. regulars have seen nothing like it. Indeed it has been officially stated that the B.B.C.'s give-away shows will be modest. Their view is that it is viewers' money they are using and that they are not at all sure that the viewer wants it given away.

THORN Electrical Industries and Sylvania Electric Products, Inc., have formed the new joint company to begin large scale manufacture of tubes in Britain. Jules Thorn, chairman, says capital expenditure was upwards of £1 million with an equal investment by the two companies. Production of tubes is expected to begin in 12 or 18 months.

—*PETER BURNUP*

by TV Today

GROWING TO LOVE YOU. Today's troupe, Wednesday, in the 21 Club, New York, at an NBC "welcome" of its "girl in the gray flannel suit," about whom the network trusted there had been much speculation and some mystery. Lee Meriwether fondles for the first time that ginger bundle in flannel, J. Fred Muggs. Her other co-workers, who now will have a woman to announce fashions and weather, and interview persons of putative interest, are Jack Lescoulie, Frank Blair and Dave Garroway at the right. Miss Meriwether has some qualifications: she is Miss America, 1955—20 years old, with the proper specifications. And she has a background of dramatic training and appeared last December on the Philco Television Playhouse.

TOWN TV HABITS UNDER MICROSCOPE

Gerald Tasker, vice-president and director of research for Cunningham & Walsh, has with his researchers been carrying on a study of TV viewing habits in New Brunswick, N. J., and brought forth what may be a pretty complete picture of American family life. New Brunswick was chosen because it is "an independent, self-contained community with good reception of New York's seven channels and is a mature market for TV in both set-buying and viewing habits."

Among the things discovered was that 92 per cent of all New Brunswick housewives turn on their sets some time during the day or evening. Morning viewing has decreased, afternoon viewing has gone up. Between 5 and 7 P.M. the youngsters under 10 take over, but spend less time (about 11 hours a week Monday through Friday) watching than their older brothers and sisters who, with their later curfew, rack up 12 to 13 hours a week.

Over-all televiewing, said Mr. Tasker, has increased, but the individual viewer is becoming more selective. Although folks in New Brunswick spend increasingly large amounts of time at their sets, more are readng magazines (50 per cent increase over last year) and more are going to the movies on week nights (60 per cent increase over 1954). He added, with no ominous intent: "Visiting and entertaining at home remain at a low level."

ON MARK

It will be "The Great Waltz" as the next in the Max Liebman Presents series, the NBC-TV Color Spectacular, Saturday, November 5, with Keith Andes as Johann Strauss, Jr., and Bert Lahr as special guest. Patrice Munsel will be the Viennese singer.

◆

"To Enrich Mankind" is the title of the 30-minute film presentation which will have its national television premiere over WPIX, New York, tonight at 9 P.M., EDT. The film, prepared for the American Society of Mechanical Engineers by Jam Handy, explores the role of mechanical engineering in the development of modern living.

◆

"The Vice-Presidency—The Great American Lottery," an historical study of the nation's second highest office from colonial times to the atomic age, is the subject of the first Edward R. Murrow-Fred W. Friendly "See It Now" of the season, October 26 on CBS.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

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Coyne Says

(Continued from page 1)

that the subcommittee's jurisdiction was confined to technical problems. They suggested the full committee next year might have hearings on rate problems.

The matter came up immediately after chairman Forand (D., R. I.) called Coyne's name. Forand asked whether Coyne had come to discuss rates or technical problems.

Rate Discussion Barred

If it was to discuss rates, Forand said, he'd have to tell Coyne he couldn't be heard, because testimony on rate changes was specifically excluded from the subcommittee's jurisdiction.

"My appearance is rather unusual," Coyne replied. "I'm here to ask for nothing. We feel a responsibility to report to you as to the effects of some of your prior actions." He said that action affected rates but also affected an exemption of low-priced tickets and so could be considered a technical problem—"a rather slender excuse for this appearance," he admitted.

Coyne went ahead to say that the results in the theatre field since the tax relief voted by Congress in 1954 vindicated the committee's decision to give that relief, adding that it had been partially effective in saving many theatres from closing.

"You are talking about rates," Forand interrupted. "I must insist that unless you have some administrative or technical problem, the subcommittee cannot hear you."

'Technical Problem,' Says Coyne

Coyne, talking rapidly, said again that the admission tax exemption was in a sense a technical problem, and that he hoped the information he wanted to give the subcommittee would guide their future action.

In 1953, Coyne said, the Treasury took in about $272,000,000 from the motion picture industry—about $210,000,000 in admission taxes and the rest in business and corporate taxes. If admission tax relief had not been granted, some 5,000 to 6,000 theatres would have closed in 1954, he said, and the Treasury would not have gotten more than $155,000,000 in taxes from the industry. With the relief, the theatres stayed open, and the Treasury got $80,000,000 in admission taxes last year and $106,000,000 in business and corporate taxes. Thus while the Treasury apparently lost from the admission tax cut, he said, actually it got some $30 million more than it would have gotten otherwise.

Forand again cut in to tell Coyne that "your report should be made to the full committee, not to this subcommittee appointed to do a specific job."

Mason Sees 'Pat on the Back'

Rep. Mason (R., Ill.), the only other subcommittee member present, observed that Coyne was "trying to give the committee a pat on the back. The chairman is right—this subcommittee is just dealing with technical problems. This pat on the back should go to the full committee." He said the subcommittee would probably make a report early next year to the full committee, dealing with technical problems, and that the full committee would then have further hearings on all excise matters.

Coyne said he would be glad to follow this plan. He said he hoped the subcommittee didn't resent his coming to point out that the changes the Congress had made not only helped the industry but also the Treasury.

Mason said on the contrary he wanted to thank Coyne "for the bouquet, because most of the time we get brickbats." Forand said he agreed it was "nice to hear it."

"Then it is your suggestion that I make this report to the full committee next year," Coyne asked in conclusion. "That would be the appropriate place," Forand replied. "By all means," Mason added.

REVIEW:

I Died a Thousand Times

Warner Brothers—CinemaScope

HARD-AS-NAILS typed Jack Palance has his softer moments in this grim, explosive melodrama, ladened with tragic overtones. While his softer moments prove his undoing in the film, they may well heighten the box-office pull of this CinemaScope production, co-starring Shelley Winters. For showing tough Palance with a large measure of humaneness wins him sympathy and gains a wider audience for the film, done in WarnerColor.

The main story line follows a familiar pattern, that of a "sprung" ex-con who wants to pull his last job and then go straight. However, the CinemaScope camera is brought into play in this film with creditable advantage. Another plus are the characterizations offered by Shelley Winters as a principal and by those playing minor roles. Action, too, is a highlight of this Willis Goldbeck production.

However, the film at times appears episodic, with too many stock situations introduced.

Palance as the "sprung" ex-con finds himself teamed up with two amateur hoodlums. He also is saddled with Miss Winters, portraying a dime-a-dance girl who out of desperation joins the gang. She is living with the two hoodlums in a California mountain motel when Palance marshals his forces for the big robbery of a resort center. A one-sided romance develops between Miss Winters and Palance with the latter being on the receiving end. The romance becomes mutual when it is too late, when the theft is committed and when Palance is being hunted and finally killed.

Others in the cast include Gonzalez Gonzalez, Lon Chaney, Earl Holliman, Perry Lopez and Richard Davalos.

Stuart Heisler directed from a screenplay written by W. R. Burnett.

Running time, 109 minutes. Adult audience classification. Release date, Nov. 12.

MURRAY HOROWITZ

New U.A. Exchange

(Continued from page 1)

representatives and exhibitors and circuit heads from the Gulf States area.

B. G. Kranze, general sales manager of United Artists; Milton E. Cohen, Eastern and Southern division manager, and Jules K. Chapman, supervisor of branch operations, will fly from New York to participate in the inaugural celebration.

The new building will be occupied solely by United Artists, replacing the company's former offices.

Pa. Censor Licenses Two 'Dope' Films

PHILADELPHIA, Oct. 16.—The Pennsylvania State Board of Censors has granted its seal of approval to "One Way to Hell," a film dealing with the evils of the narcotics habit. The picture is being distributed in the Philadelphia and Pittsburgh territories by Jack Jaslow.

This is the second picture dealing with narcotics to have won the censor board seal. The first, "She Shoulda Said No," had to win the right to the seal by a court battle. Within the past month the board has also given its stamp of approval to "Desperate Women," a picture dealing with abortion.

The board decided to grant its seal to this picture in order to avoid a court fight.

MPAA to Seek Cut In Import Duties

WASHINGTON, Oct. 16.—The Motion Picture Association of America has informed the United States Tariff Commission that it intends to seek the reduction of import duties on motion picture film in some of the foreign countries with which the U. S. government intends to negotiate under the General Agreement on Tariffs and Trade and requested that a witness be heard.

'Oklahoma!'

(Continued from page 1)

chief, said. It was further explained that this sum of money represents a composite amount of direct sales at the box office, theatre parties and mail orders. However, some tickets have been available at the box-office for every performance prior to the weekend, indicating there have been no sell-out initial performances.

Tickets are being sold eight weeks in advance. However, it was stated that mail orders have been coming in from practically every state in the union, requesting tickets as far as March 16, 1956. A total of 103 show-train groups and theatre parties from professional schools, colleges, universities and service clubs have been accomodated thus far.

Special Personnel Added

To answer the heavy demand of mail order requests, it was stated, Daniel Melnick, treasurer of the Rivoli, has retained the services of additional personnel, as well as five treasurers, to fill mail order requests. A specially installed switchboard is kept busy day and evening, answering inquiries regarding reservations and sale of tickets, it was added.

Hutner in New Post

(Continued from page 1)

charge of promotion of the company's newly-developed CinemaScope "55" process. First of these special 55mm. productions will be the Rodgers and Hammerstein production "Carousel," now before the CinemaScope "55" cameras.

With the present need for the fastest possible delivery of pictures to satisfy exhibitor needs, Einfeld said he created the post of account executive to strengthen the procedures and intensify the pre-selling policies of all major productions.

Hutner, who moves out of his present position as publicity manager, a post he has tenanted for the past three years, takes over immediately on this new assignment.

Charles Cohen Resigns Advertising Post at Fox

Charles Cohen, 20th Century-Fox associate advertising manager since 1953, has resigned effective at the end of this month, and will take a brief vacation before announcing his future plans.

Previous to joining Fox in 1950, Cohen was associated with the advertising and publicity departments of M-G-M and U-I.

16mm. Defense

(Continued from page 1)

the entire day, Rifkind pointed out.

Beggs will be followed on the stand by L. B. McLaughlin, an accountant, it was announced. Although the defense originally had planned to present approximately 125 witnesses, it is now contemplated that a total of not more than 15 will be called to answer the government charges. This number will include several of the more prominent New York executives.

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MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 75 NEW YORK, U.S.A., TUESDAY, OCTOBER 18, 1955 TEN CENTS

Follows IA Row

Single-Frame, Verticle-Feed VV Used in LA

Projectionists Say Usual Type Rates Higher Pay

By WILLIAM R. WEAVER

LOS ANGELES, Oct. 17. – Theatres in this area equipped for showing double-frame VistaVision are using single-frame, vertically fed VistaVision prints instead, pending the outcome of conversations with the IATSE Projectionist Local 150 on the union's demand that projectionists operating horizontal projectors be paid according to a special, higher scale than when operating standard projectors.

The union contention is that double-frame VistaVision falls in the "roadshow" category which, under the existing contract, is subject to special negotiation with respect to wage scale, as in the case of Cinerama. The theatres are taking the posi-

(*Continued on page 6*)

High Court Refuses Review of R.I. Suit And Counter-Actions

From THE DAILY Bureau

WASHINGTON, Oct. 17.–The Supreme Court today refused to review a lower court decision referring to a special master a complicated legal controversy between a group of Rhode Island exhibitors and major distributors.

The high court's decision represented a victory for the distributors, who want the trial by a special master. The case was appealed to the

(*Continued on page 5*)

Tulipan Named Fox Publicity Manager

Ira H. Tulipan has been named publicity manager of 20th Century-Fox. Announcement of the new appointment was made by Edward E. Sullivan, publicity director.

Tulipan, who has been newspaper

(*Continued on page 5*)

Rembusch Gets Instructions

Indiana Allied Wants 'Guarantees' Before Continuing Compo Support

Special to THE DAILY

T. Rembusch

INDIANAPOLIS, Oct. 17.–Instructions to vote for continued membership in COMPO with strings attached at the Allied States Association board meetgs in Chicago, Nov. 5 and 6, were handed to Trueman Rembusch, national director of the Allied Theatre Owners of Indiana, at the state group's board meeting here.

Its vote should be cast for COMPO only if a number of guarantees were given, the ATOI resolution stated.

The first was that "no COMPO programs or policies would be initiated until after approval by the

(*Continued on page 5*)

Trans-Lux Sets 3 For U.S. Release

Three foreign films have been acquired by the newly-formed Trans-Lux Distributing Co., which plans to release six films in the U. S. this fiscal year, Richard P. Brandt, president, announced here yesterday.

The three films are "Dance, Little Lady," British; "Stop-Over at Orly," French, and "La Strada," Italian, he stated. Negotiations are presently

(*Continued on page 5*)

Studios Concentrate On Stories: Downing

Russell Downing

A growing concentration on story values by Hollywood studios was reported here yesterday by Russell V. Downing, president and managing director of the Radio City Music Hall, upon his return from a two-week visit to the Coast.

Downing, in response to a question, compared the current accent on story values with the concentration of the past two years on techniques and scopes. Producers, he explained, today still are concerned, however, with providing the right medium to enhance the quality of particular pictures. But there isn't much talk of scopes, Downing added.

Continuing his report on his periodic visit to the Coast, Downing said that studios are working very hard to

(*Continued on page 4*)

Company Presidents to Hear Johnston's Report on Situation Abroad Here Today

Eric Johnston

A meeting of the presidents of the major companies scheduled to be held here today, with the thorny question of the division of Italian permits up for settlement.

Presiding at the meeting, will be Eric Johnston, president of the Motion Picture Association of America, who returned from his Ambassadorial mission to the Middle East. In addition to the Italian permit issue, the meeting, to be held at MPAA headquarters, is expected to hear a report from Johnston on conditions abroad. The MPAA president is scheduled to leave here for Washington soon after the meeting.

The Italian permit issue was thrown in the laps of company presidents following a succession of unsuccessful attempts to divide up the allotment by foreign managers.

In Six States

Storm Damage Moderate, But Box-Office Hit

Some Theatres Closed Due to Heavy Rains

By MURRAY HOROWITZ

Exhibitors in six Northeastern states took it on the chin again this weekend, when three days of downpour, plus flood conditions in some areas, took a big bite at the box-office.

Property damage to theatres was reported to be much less extensive, in the main, as compared to the damage left in the wake of the Aug. 19 Northeastern storm, however.

Circuits reporting property damage included Stanley Warner, Brandt Theatres and Comerford. These circuits joined with Loew's Poli Circuit in New England in telling of losses sustained at the box-office due to the weather. The accent on box-office damage reports was coupled with expressions of regret that there is no

(*Continued on page 4*)

UA District Post to Cooper; Kranze Realigns Branches

Sidney Cooper, United Artists' Washington branch manager for the past 18 months, has been named Central district manager for the company, it was announced by B. G. Kranze, general sales manager of UA. Cooper takes over the district post, which has been vacant for several years, next Monday and will headquarter in Washington.

Concurrent with the appointment

(*Continued on page 5*)

$58,800 First Week Seen for 'Oklahoma!'

A robust $58,800 is forecast for the first week of "Oklahoma!" at the Rivoli along Broadway here, the figure representing a virtual sell-out on all performances, according to a spokesman for Magna Theatre Corp.

The spokesman stated that the first

(*Continued on page 4*)

PERSONAL MENTION

JOHN EVANS, chairman of the executive committee of the Greater Union Theatres, Australia, winds up a two-week visit here today and leaves by plane for Buffalo, San Francisco and Los Angeles, en route to Sydney.

•

George D. Burrows, Allied Artists executive vice-president and treasurer, arrived in New York yesterday from the Coast.

•

Dr. Renzo Rufini, director of the I.F.E. Releasing Corp. Rome office, will arrive in New York today from Italy.

•

H. W. Bessey, Altec Service Corp. executive vice-president, has returned to New York following a trip through the company's Southern territory.

•

Arthur Link, Western Electric vice-president, and **Mrs. Link** returned to New York from Europe yesterday aboard the "Ile de France."

•

Irwin Ullman, supervisor of Fabian drive-in theatres in the Albany area, is the father of a daughter born there to **Mrs. Ullman**.

•

Marie Brogna, bookkeeper in the Boston office of 20th Century-Fox, was married there to **Andrew Madalini**, of Everett, Mass.

•

George Ornstein, United Artists representative in Spain, has arrived in New York from Barcelona.

•

John C. Flinn, Allied Artists director of advertising-publicity, has arrived here by plane from Hollywood.

•

Marty Wolf, Altec Service Corp. sales manager, has returned to New York from California.

•

Dore Schary, M-G-M vice-president in charge of production, left Hollywood yesterday for Chicago.

•

Alfred Hitchcock will leave New York aboard the "Queen Mary" tomorrow for England.

•

Norman Jackter, Columbia pictures manager in Albany, has returned there from New York.

•

Paul Vogel, M-G-M cameraman, is in New York from the Coast.

•

Helen Rose, M-G-M fashion designer, has left here for Europe.

•

Charles Walters, director, is here from the Coast.

Mexican Industry Paging a 'Solomon'

Special to THE DAILY

MEXICO CITY, Oct. 17.—A strike is threatened by the National Cinematographic Industry Workers Union (STIC) against the Cine Mexico, first run theatre here. STIC demands that the theatre's owners pay a death indemnification to the kin of Alfredo Hernandez, a doorman, who, it claims, died from injuries suffered in an accident while on duty at the theatre. The management contends that Hernandez committed suicide in the offices of STIC's Section One (theatre attaches). The Labor Ministry is trying to do a "Solomon" in the case.

Loew's to Distribute 'Persuasion' Abroad

Arthur M. Loew, president of Loew's International Corp., and Steve Broidy, president of Allied Artists Pictures Corp., yesterday jointly announced conclusion of negotiations for the overseas distribution of Allied Artists' first William Wyler production, "The Friendly Persuasion."

Under terms of the agreement, MGM, which has a substantial financial interest in the picture, will distribute it in most parts of the overseas market. Allied Artists will distribute the picture in the United States, Canada, Brazil, Mexico, Panama, Argentina and the Caribbean area.

"The Friendly Persuasion" stars Gary Cooper and Dorothy McGuire, and is Wyler's first production in color.

6,000 Attend Preview Of 'Velvet Swing'

Some 6,000 theatre goers, among them representatives of the press and entertainment industry, attended a preview showing of 20th Century-Fox's CinemaScope production of "The Girl in the Red Velvet Swing" held at the Roxy Theatre here last night.

The advance showing of the film was covered by Movietonews photographers. Interviews with attending stars were presented on the Mutual Broadcasting System's radio network, the Armed Forces Radio Service and the Voice of America.

Among the personalities present were Spyros P. Skouras, Gregory Peck, Margaret Truman, Thelma Ritter, Peggy Lee, Nunnally Johnson, Gale Storm, Noel Coward, Dana Wynter, Janet Blair, Maria Riva, Miriam Hopkins, Sloan Simpson, Shirley Yamaguchi, Rita Gam, Nina Foch, Phil Silvers, Charles Coburn and June Havoc.

Cinema Lodge Plans Luncheon Meetings

New York's Cinema Lodge of B'nai B'rith will introduce an innovation in its membership meetings when it holds its first general membership meeting of the Fall season at a luncheon at Toots Shor's next Tuesday, it was announced yesterday by Max E. Youngstein, president.

The decision to hold such an informal luncheon meeting is in response to the request of a large number of members who ordinarily do not have the opportunity to attend evening meetings, according to Youngstein, and depending upon the response of the membership, other such meetings will be held during the coming months.

Expect Goal to Be Reached

The luncheon will mark the climax of Cinema's principal fund-raising activity of the year, the sale of $25 contribution share certificates with one of the purchasers being awarded a four-door Cadillac sedan. Indications are that the goal of 500 certificates will be reached by the time the luncheon takes place, Robert K. Shapiro, executive vice-president and chairman of this fund-raising event, disclosed.

Twenty More Join 'Pioneers' Roster

Twenty additional 25-year-men of the industry have been approved for membership in the Motion Picture Pioneers as the membership drive of the organization shifts into high gear, it has been disclosed by Jack Cohn, president of the organization.

Among the newest group approved for induction are Irving C. Ackerman, George Barnett, Paul Behrke, Joel Bezahler, Bernard Birnbaum, Louis L. Brown, Melvin L. Gold, Louis E. Hanna, Louis L. Hess, Leo Jaffe, George M. Josephs, John Kane, Milton Klein, Edward Levene, Arthur Levy, John F. Murphy, C. O. Slenker, Sol Spiller and George R. Taylor.

The Motion Picture Pioneers 17th Annual Showmanship Dinner, which will honor Herman Robbins as "Pioneer of the Year," will be held Nov. 4 at the Waldorf-Astoria Hotel here. Ned E. Depinet, who will be chairman, soon will announce the names of a large group of stage, screen and television stars who will headline the entertainment. Speeches, it is said will be brief.

'Knife' on 'Toast'

Robert Aldrich's "The Big Knife" will be featured on Ed Sullivan's CBS-TV network show next Sunday with Jack Palance, Wendell Corey, Rod Steiger and Everett Sloane appearing in the "contract signing" scene from the United Artists release.

Covers 80 Acres

New Studio Readied for South Africa

From THE DAILY Bureau

LONDON, Oct. 17. — Dispatches from Pretoria, South Africa, disclose the formation there of a new and fully-financed film production company — Film Production Facilities (Africa) Ltd.

Out of resources placed at its disposal the company, it is stated, is proceeding with the erection and equipment of a studio and laboratory plant at the township of Irene in the vicinity of Pretoria. The plant covers 80 acres. It will, is is claimed, be able to provide facilities for productions of any size. Sound recording and dubbing equipment covering optical and magnetic tracks is already installed.

Managing director of the new enterprise is W. H. Norris, who earned a high technical reputation here as manager of Nettlefold Studios. Norris's company has finished shooting on its own first production, in both British and Afrikaans dialogue. a life of South Africa's legendary hero Paul Kruger.

Distribution in South Africa will be handled by a subsidiary company wholly financed by the Facilities concern and known as Independent Film Distributors (Africa) Ltd. The facilities of this new company, it is stated, are available to any British or American producer seeking a South African outlet for his product.

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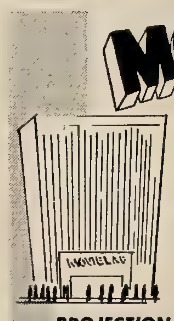

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"Girl in the Red Velvet Swing" Bows at Roxy

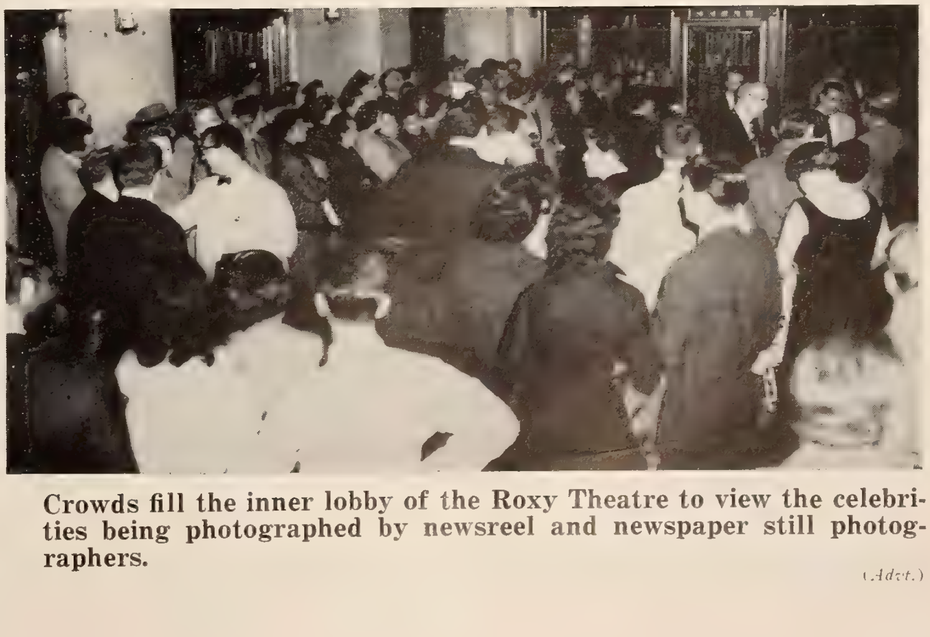
THE CinemaScope biography of Evelyn Nesbit Thaw, the "Gibson Girl" of the early 1900's and central figure in one of America's most sensational murder trials, was awarded a gala celebrity and press preview last night at New York's Roxy Theatre. Titled "The Girl in the Red Velvet Swing," the 20th Century-Fox production stars Ray Milland, Joan Collins and Farley Granger. Present at the showing were leading personalities from Hollywood, the Broadway stage and television. Also in attendance were representatives of national, metropolitan and film trade press. The Charles Brackett production directed by Richard Fleischer commences its regular engagement at the theatre on Wednesday. Pictured at the right is beautiful Dana Wynter, who makes her screen debut in the soon-to-be-released "The View from Pompey's Head," arriving at the theatre with socialite Oleg Cassini.

Former Miss America, Bess Myerson, and her husband, Alan Layne, add glamour to the preview festivities.

The new managing director of the Roxy Theatre, Robert C. Rothafel, welcomes lovely Dana Wynter.

L IN THE RED VELVET SWING
RAY MILLAND
JOAN COLLINS
FARLEY GRANGER

Pictured in the lobby of the Roxy Theatre prior to the preview of "The Girl in the Red Velvet Swing" are Charles Einfeld, vice-president of 20th Century-Fox, and Mrs. Einfeld.



Crowds fill the inner lobby of the Roxy Theatre to view the celebrities being photographed by newsreel and newspaper still photographers.

(Advt.)

Publicist Looks for 'Happiness' in SPG Anniversary Revue

"Not As A Publicist," a tense, tear-jerking spectacular, was offered by the Screen Publicists Guild stock company on Friday night at the Hotel Pierre here at the Guild's 15th annivesary Movie Page Ball. The general consensus was that the publicists should stick to publicity. After all, does Tennessee Williams write handouts?

The Guild took a number of liberties with a novel which has been a best-seller for more than a year and a motion picture of high caliber when it presented its revue which was designed to be laugh-provoking. The lampoon about a publicist who seeks "happiness" and perfection in his career did not come close to the SPG's stellar attractions in the past. Why, this show didn't even have a performer getting a facial massage with a cream pie!

Audience Was Moved

Al Mendelsohn of Universal, as both director and narrator, transferred the story of a striving publicist and his career to the stage with much sincerity, but with unconvincing craftsmanship. It was a take-off which had its silly moments and a sprinkling of intense, suspenseful moments which set the audience to moving about—taking another sip of their refreshments.

The SPG stock company teamed up Harold Rand, their youthful Bronx lothario, with Sheldon Roskin, the Army's former publicist on Columbia's immortal, "farblunjet" story of West Point, in their production which was presented in the Guilderama process and color by Hyams to a capacity audience. While Rand was adequate and forceful in the role of the central character, he was overshadowed by the standout, scene-stealing, vaudevillian performance of Roskin, who ran the gamut of acting emotions with versatile competence.

Others Implicated

Whew! Others who deserve high praise are Olga Baker, Sheila Haynes, Douglas Baker, Marty Blau, Alfred Cohan, the ad-pub executive in the show who likes to see his "name" in the papers, Yale Miller, Jerry Evans, Dick Karp, Bob Perilla, Betty Wall and Paula Uhsan.

Whether the story was a veiled indictment of the publicity profession is a matter of personal interpretation. The great advances in the business were vividly portrayed, from office to stable, but the fact remains that the publicists are well grounded in the mercenary angles, insofar as the training involved is concerned, and this was pointed up sharply.

The main attraction commenced in a jovial atmosphere of the SPG's "gridiron banquet" with a presentation entitled "An Evening At the Movies," in which a young couple became the foils of an unscrupulous theatre manager who jacks up prices at the box-office and the candy stand, mainly because the couple want to neck in the balcony.

Suzi Peters Is Crowned

Also taking part in the SPG festivities was president Harry Hochfeld, who awarded the SPG crown to Movie Page Ball Queen Suzi Peters. The show was written by George Nelson, Rand and Ira Tulipan; Joe Hyams was handling the lighting and received credit as production supervisor; Connie Gerber was property mistress, and Mario DePalma was stage manager.

Running time, 37 minutes. General audience classification. Immediate release.

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Storm Damage Moderate

(*Continued from page 1*)

such thing as flood damage insurance, let alone insurance on the toll taken by such occurrences at the box-office.

A spokesman for the Comerford Circuit, which headquarters in Scranton, Pa., one of the most hard-hit circuits in the last flood, said "we were fortunate this time" with only one theatre in Hawley, Pa., slightly damaged. He reported business each weekend night very much off, with many secondary roads in Pennsylvania closed and people reluctant to leave their homes.

The Brandt Theatres and Stanley Warner reported property damage in a number of Connecticut situations. The affected areas were in four states other than Connecticut and Pennsylvania, the four being New York, New Jersey, Rhode Island and Massachusetts.

Oil Burners Damaged

Oil burners in Brandt's Plaza, Stamford, Conn., and Brandt's theatre in Amsterdam, N. Y., were said to have been inundated. The orchestra section of Brandt's Ridgewood Theatre, Stamford, Conn., was said to be flooded, while the circuit's Bridge Theatre, Groton, Conn., was reported partially flooded. Brandt's Portland Drive-in, Middletown, Conn., was said to be completely under water.

Stanley Warner reported property damage negligible compared to the previous flood disaster, although theatres in Danbury and Darby had to close down on Sunday, reopening yesterday. Another SW house shut down was the Capitol, in Ansonia, Conn.

MOTION PICTURE DAILY field correspondents, reporting from Boston and Hartford, told a story of lost business and some property damage.

Drive-ins Closed

From Boston, it was reported that Massachusetts theatres escaped the fury and damage of the Aug. 19 storm, although over the weekend a few drive-ins which were on the verge of closing for the season decided to call it a day when the rains came. Smith Management Co. was compelled to close seven drive-ins in New Jersey and New York State for the weekend, although all reopened last night. This circuit's Meadows drive-in, Hartford, Conn. which suffered the brunt of the August storm, was hit again by three and one-half feet of water in the projection booth and some ramp damage and will be closed for at least three days. Lockwood & Gordon's Norwalk, Conn. drive-in was closed for lack of power; its Pix drive-in, Bridgeport, Conn. remained open despite water trouble but its Strand Theatre, Winsted, Conn., which was undergoing repairs from the previous storm was set back another few weeks on the renovations.

Danbury, Norwalk Hard Hit

From Hartford, Conn., it was reported that Connecticut motion picture executives breathed an audible sigh of relief as weekend floodwaters did less than anticipated damage to theatre properties throughout the state. Situations in the Danbury and Norwalk area, however, were most badly hit.

"By no stretch of the imagination," one Connecticut executive told MOTION PICTURE DAILY, was the damage this past weekend so extensive as occured during the August floods."

Highway facility breakdowns between New York and Connecticut caused a break in film truck deliveries, and many theatres were forced to substitute scheduled bookings from Connecticut exchanges.

Mechanic Buys Two Balto. Loew Houses

BALTIMORE, Oct. 17.—Two Baltimore theatres, Loew's Century and Valencia were acquired today by Morris A. Mechanic, local real estate operator and theatre owner. They were purchased from the Century-Parkway Corp., a subsidiary of Loew's.

The purchase was consummated through Joseph Vogel, president of the parent corporation, Loew's Theatre Corp.

The Loew's management ends on Wednesday. The new regime takes over the following day.

Mechanic said he planned to continue the same type of first-run policy at the Century. The Valencia, however, which is located atop the Century, will be converted into air conditioned office space.

'Oklahoma!'

(*Continued from page 1*)

production in the TODD-AO process racked up a big $36,797 through Sunday night, marking the take on the first 10 performances of the two-a-day roadshow engagement. The only performance in which business was reported somewhat off was the first public matinee last Thursday.

The Rivoli's lusty business at the weekend outdistanced all other first-run Broadway situations, which were hit by the three days of rainy weather. "Trial," however, at the Radio City Music Hall, is doing well considering "the elements," according to a Music Hall spokesman, with a very good $150,000 seen for the first week.

78 Seats Removed

Meanwhile, it was announced that the Rivoli's first three rows in the orchestra have been removed, with the loss of 78 seats, due to the largeness of the image as viewed from that position.

Regarding neighborhood New York theatre developments, RKO Theatres announced that in response to many calls from patrons, it will hold "Mister Roberts" two additional days, with the hold-over ending tomorrow. Many patrons were said to have requested the extended time because of the bad weather, although an RKO spokesman called business at the weekend very good.

Downing Says

(*Continued from page 1*)

make big pictures, an intent he found last year. The final jury, though, Downing added, remains the public, which by its patronage stamps a particular production a big or fine picture.

Todd Dissatisfied With Process' Debut

Mike Todd told the United Press in Hollywood last week that he was something less than wholly pleased with the introduction of the Todd-AO process at the premiere here last week of "Oklahoma!" at the Rivoli Theatre.

He claimed a "bad print and bad showmanship" were to blame for some press notices which hailed "Oklahoma!" with more enthusiasm than was displayed for the Todd-AO process. He said his new picture, "Around the World in 80 Days," is better suited to the process and he'll do the "showmanship" on it himself.

Todd said only one print of "Oklahoma!" had been made because they were "fiddling around with the title opening on the master print. They should have postponed the premiere."

Zinnemann to WB

The signing of director Fred Zinnemann to direct the picturization of Ernest Hemingway's "The Old Man and the Sea," which Leland Hayward will produce for Warner Bros., was announced yesterday.

High Court

(Continued from page 1)

Supreme Court by the exhibitors, who contended that a jury trial should be held.

The justices gave no reason for their decision, merely noting it on a list of orders handed down at noon today.

Two Companies File

The exhibitors who brought the appeal were the Narragansett Pier Amusement Corp., Artcraft Pictures, Inc., and Meyer, Joseph and Max Stanzler. They operate theatres at Narragansett Pier, Wakefield, East Greenwich and Wickford in Rhode Island. The five major distributors originally sued all but Max Stanzler, charging that they had defrauded the distributors through false reports on percentage films. The exhibitors brought three counter-actions charging the five major distributors and five other distributors and two exhibitor corporations with an anti-trust conspiracy against the Rhode Island theatres. United Artists, Universal and Columbia then countersued the exhibitors for percentage fraud.

All Actions Consolidated

The Federal District Court consolidated all the actions for trial, and later referred the case to a special master for decision. The exhibitors, who wanted a jury trial, appealed to the first circuit court of appeals, and when they lost there, to the Supreme Court. They argued that anti-trust plaintiffs should not be discouraged by the prospect of long and unreasonable delay and expense, and that this would result from the decision to permit a special master to hear the case. The distributors, in reply, said the special master would probably finish hearing the case before the high court could act on the appeal. They said the entire litigation was extremely complicated, of the type particularly suited to resolution by a master.

UA Post to Cooper

(Continued from page 1)

of Cooper, Kranze announced a realignment of branches in the Eastern district, managed by John Turner, and the Central district, both under the supervision of Eastern and Southern division manager Milton E. Cohen.

The Cleveland branch will be transferred from the Central to the Eastern district, while the Eastern exchanges of Pittsburgh and Washington will be incorporated in the Central territory.

Under the new organizational plan, which becomes effective next Monday, UA's Eastern district comprises Boston, New Haven, Philadelphia, Buffalo and Cleveland. Exchange offices of the revised Central district, to be headed by Cooper, are Cincinnati, Detroit, Indianapolis, Pittsburgh and Washington.

Cooper joined United Artists in 1944 as a salesman in the Pittsburgh territory, and has been with the company throughout his industry career. He was shifted to the Detroit sales force in 1945 and two years later was named Cleveland branch manager. In 1950 he was appointed manager of the New Haven exchange and continued in that post until he assumed management of the Washington branch in April, 1954.

$30,000 Awarded in Pitt. Percentage Suit

Special to THE DAILY

PITTSBURGH, Oct. 17. – Judgments in seven distributors' percentage under-reporting suits, awarding damages aggregating $30,000 to the plaintiffs—Paramount, 20th Century-Fox, Loew's, Warner Bros., RKO, Universal and United Artists—against defendants James Jaffurs, Richard E. Brown, John Jaffurs, Jr., William Anast and Wilmer Enterprises, Inc., were signed, on consent of the parties, by District Judge Herbert P. Sorg in the Federal Court here today.

Under-Reporting Charged

The actions, seeking damages for under-reporting on percentage pictures at the Wilmer Theatre in Wilmerding, the Star Theatre in Glassport and the Grant Theatre in Millvale, all in Pennsylvania, during 1940 to 1951, had been contested for over four years by defendants, whose answers, in addition to denials of the distributors' charges, pleaded a defense under the Pennsylvania six-year statute of limitations, and a counterclaim under the Federal Anti-Trust Laws for unliquidated damages. The judgments dispose finally of all issues in plaintiff's favor.

Times Film Seeking New Product Abroad

Felix Bilgrey, attorney for Times Film Corp., will leave for Paris today to join Jean Goldwurm, president of the distributing organization, in negotiations for the acquisition of new product.

Goldwurm, who has been abroad three months, is extending his stay in Europe to complete plans for the coproduction with Robert Siodmak of a film to be made on the continent. Bilgrey also will take part with Goldwurm in talks with a French producer for a co-production in France.

'U' Acquires Rights To 'Emperor Jones'

Acquisition of the motion pncture rights to "The Emperor Jones" from Jac Thall, Clifford Cochrane and the estate of the late Eugene O'Neill was announced yesterday by Universal.

The one-act, eight-scene play was first produced at the Provincetown Playhouse in New York in 1920.

A screen version of the play, produced by John Krimsky and Clifford Cochrane, Inc., and starring Paul Robeson, was released by United Artists in 1934.

Trans-Lux

(Continued from page 1)

under way for the remaining three pictures, he added, with the eventual aim of releasing 12 pictures a year or one per month.

Brandt prefaced the announcement of Trans-Lux Distributing Co. plans by explaining that Trans-Lux Pictures Corp., another subsidiary which purchases the Western hemispheric rights to films, had acquired the rights to six films. The three already mentioned will be handled by the Trans-Lux Distributing Co., while another three are being handled by other distributing companies, the other three being "Adventures of Sadie," "Svengali," and "The Wicked Wife."

Feels Specialized Selling Needed

Trans-Lux formed its own distribution organization in the belief that the product needed specialized selling and concentrated effort. Eventually, Brandt continued, Trans-Lux will have branch offices in the following eight territories: New York, Washington, Atlanta, Dallas, Los Angeles, San Francisco, Minneapolis, and Chicago. The rest of the country will be covered by sub-distribution, he added.

Also attending the press conference were Harry Brandt, a large stockholder in Trans-Lux and a member of its board, and George Roth, who recently joined Trans-Lux Distributing Corp. as a vice-president in charge of sales. A statement by Percival E. Furber, chairman of the Trans-Lux Corp. board, announcing the formation of the distribution company was read to reporters. Furber, who lives in Darien, Conn., was said to have been flood-bound.

Criticizes Code

In response to a question, Harry Brandt said that the Trans-Lux Distributing Co. would not limit itself to the handling of foreign films which have a Production Code Seal. He called the Code "outmoded," contending it needs modernization. "We will never release anything that is not in good taste," he added, however.

Roth, in his prepared statement, said there is an ever-growing market in the U. S. for good foreign product. The organization's first release will be "Dance, Little Lady," which will open at the Normandie Theatre here prior to Christmas.

Tulipan Named

(Continued from page 1)

contact for the past three years, assumes his new duties immediately. A member of the publicity and advertising staffs of the company since 1942, he was previously associated with Warner Bros. following entry into the industry through the exhibition field.

'Rebel' Here Oct. 26

"Rebel Without A Cause," Warner Bros.' CinemaScope and WarnerColor drama, will begin its New York engagement at the Astor Theatre here on Oct. 26.

C.E.A. Neutral

Film Rental Protest Due At Rome Meet

By PETER BURNUP

LONDON, Oct. 17. – Rising film rentals in the U. S. will figure prominently on the agenda at the three-day meeting in Rome of the International Union of Cinema Exhibitors, which opens Oct. 26.

Due to a product shortage in America, distributors are increasing percentage hire-rates in their respective areas. Exhibitor representatives from a number of European countries are expected to press for an international movement among exhibitors aimed at curbing the alleged tendency.

May Take Detached View

The British delegates to the meeting—Ellis Pinkney and E. J. Hinge, respectively general secretary and treasurer of Cinematograph Exhibitors Assn.,—are likely to remain on the side-lines in the debate.

Examination of the latest Board of Trade film-trade statistics reveals that film-hire in this country remains comfortably static. The board's figures show that the average percentage terms for the first half of this year was 35.2 per cent, the rate which obtained in the previous six months. At the beginning of 1950 the rate was 35.9 per cent and has fluctuated since by around 0.6 per cent in any direction.

Myron Blank, new president of Theatre Owners of America, has been designated representative of that organization at the I.U.C.E. meeting in Rome beginning next week. Insofar as could be learned yesterday, Allied States will not be represented at the meeting.

Indiana Allied

(Continued from page 1)

nine charter organizations that constitute COMPO, including national Allied." It also demanded that these units have ample time to study each subject.

"It should further be assured that COMPO work in closer liaison with all of the organizations that compose it," the ATOI board declared. It specified that "COMPO would regularly release to all of its charter members a complete financial statement showing operating costs, balance of funds, allocation of money for future programs, etc.

It stated the ATOI board continues to support the original intent and purpose of COMPO and feels that such an organization "is highly desirable for our industry. With safeguards that will insure against it becoming an organization that will override its constituent member groups, it is hoped that COMPO will be preserved."

PEOPLE

Norman A. Hasselo, personnel manager of United Artists, has been named publicity chairman for the annual bazaar sponsored by Ray Ridge Post No. 157 of the American Legion. Proceeds from the charity event will support the veterans' program of the Bay Ridge Post.

□

Mort Siegel, foreign legal and operations executive for RKO Radio Pictures, Inc., has resigned to join Sol Lesser Productions in an executive capacity. Siegel will concentrate on foreign operations of the Lesser organization, a step toward the producer's contemplated expansion into the international sphere of the motion picture industry.

□

Martin Starr, Mutual commentator of the "Here's Hollywood" program on Station WOR, has been named "Radio's Most Authoritative Commentator on Hollywood" by the United Fan Clubs of America convention for the second successive year.

□

Jack Webb has accepted the invitation of **Benson Ford**—chairman of Detroit's United Foundation Torch Drive—to be the principal speaker on Nov. 1 at a luncheon to be held at the Sheraton-Cadillac Hotel in Detroit. The goal for the annual "Give Once For All" campaign this year is $14,450,000.

□

Alfred Alperin, son of Mickey Alperin, a general manager of the Hartford Theatre Circuit, has assumed managership of the Rialto in Windsor Locks, Conn.

L.A. VistaVision

(*Continued from page* 1)

tion that double-frame VistaVision does not fall in that category.

Queried by MOTION PICTURE DAILY, Loren L. Ryder, inventor of VistaVision, said, "VistaVision double-frame projection, as used in Paramount pictures, is in no sense a road-show presentation; and as it is a standard release, we see no reason why it should be penalized." He said no other projectionists local in the country has made a claim for a special scale in the handling of double-frame projection.

The Stanley Warner and Fanchon & Marco circuits have houses equipped for double-frame VistaVision.

Local 150 also has made representations to the United Artists Theatre Circuit, with respect to special rates for handling Todd-AO projection, for which the circuit is preparing two theatres here. A circuit executive said the union demands are unrealistic but talks are continuing, and stated the circuit position as "we have a contract and expect to live up to it."

49% Not Yet Released There

New Jersey Exhibitors Can't Judge Unseen Pictures for Compo Awards

New Jersey theatre owners found it difficult to vote for the third Council of Motion Picture Organizations Audience Awards nominations, as 49 per cent of the pictures nominated have not been released in the northern part of the state as yet, according to an exhibitor here.

The circuit official, stating that independent and circuit exhibitors are 100 per cent behind the COMPO Awards, said that the present method of distribution and the clearance situation are to blame for the situation.

The exhibitor, pointing to the films listed in the COMPO nominations, said that "about 35 per cent of the films on the ballot which have been released in Northern New Jersey have not been scheduled for most situations."

Allied Theatre Owners of New Jersey also pointed to this situation in its "Allied Digest," the unit's news bulletin. ATONJ cited similar figures and said that "it's not the Audience Awards fault."

Projectionist Loses Round With Union

Special to THE DAILY

PORTLAND, Ore., Oct. 17. – J. Carlyle Ross, Portland projectionist, has lost the first round in his fight with the AFL Motion Picture Operators union over his charge that the union violated the Taft-Hartley law by forcing him off a relatively high salaried job into one paying less money. A national labor relations board trial examiner in San Francisco has recommended that Ross' complaint against the union be dismissed. The recommendation by William A. Spencer will go to the NLRB for a decision.

Spencer based his recommendation on the ground that Ross' case does not meet the NLRB's standards for assuming jurisdiction.

May File Exceptions

Ross said that he and his attorney are considering filing exceptions to the recommendation. The case has attracted attention of the American Civil Liberties Union which has announced it will aid him in any "appropriate action" he may take, including an appeal to the U.S. Supreme Court. He charged in his complaint to the NLRB that he was unjustly transferred by union order from a job at the Hollywood Theatre of the Evergreen chain in Portland to a job at the Esquire Theatre, owned and operated by Ray Grombacher, and when he appealed to the NLRB, the union expelled him, he complained.

Hewitt, Fox-Wisc. Head, to Coast

MILWAUKEE, Oct. 17. – Gordon C. Hewitt, head of the Fox-Wisconsin Amusement Corp., here for the last 14 months, will be transferred to Los Angeles, about Nov. 1.

Hewitt, who has been here for the past 11 years, was formerly from California when he was assigned here. He succeeded Harold Fitzgerald as president of the organization when the latter retired from that post.

Hewitt's position on the Coast has not been announced.

Brutality Keeps N.Z. Censor's Shears Busy

Special to THE DAILY

WELLINGTON, N. Z., Oct. 10 (By Air Mail).—Increases in film deletions by the New Zealand censor because of excessive brutality or unduly suggestive or vulgar material were revealed in the annual report made public recently.

The proportion of cuts made for "violence" constituted 85 per cent of the total cuts made. Westerns took the brunt of the scissoring, with 60 out of a total of 90 such films accounting for 151 separate excisions.

A total of 245 features were approved for general exhibition; 97 were recommended for adults only; 45 were classified as unsuitable for children, and 10 were given restricted certificates, approved for persons over a specified age. Four features, one documentary and a Polish war atrocity short were rejected in toto.

See Record Turnout At N. E. Convention

BOSTON, Oct. 17. – The regional convention of Independent Exhibitors, Inc., of New England is expected to break all exhibitor attendance records for a local annual meeting, according to Edward W. Lider, general chairman. The two-day convention is set for Oct. 24-25 at Toy Town Tavern, Winchendon, Mass. Reservations are coming in from theatremen in the five New England states, plus Connecticut, New Jersey and Maryland.

Speakers will be Irving Dollinger, of New Jersey, who will give the keynote address; Wilbur Snaper, of New Jersey; A. F. Myers, Allied general counsel, and the Hon. Joseph W. Martin, Jr., of Washington. Samuel Pinanski, president of ATC, will participate in the forum discussions on major issues of the day.

'Texas Lady' Nov. 23

"Texas Lady," starring Claudette Colbert and Barry Sullivan, will be released nationally in Superscope and Technicolor by RKO beginning on Nov. 23.

REVIEW:

Apache Woman

Golden State—American Releasing Corp.

Hollywood, Oct. 17

Roger Corman proves himself to be a bright young producer and director, drawing good performances and interesting action out of an Indian problem story, filmed in appealing Pathecolor.

Attractive Joan Taylor makes the title role exciting as she joins Lance Fuller in portraying sister and brother half-breed Indians, and fills the romantic spot opposite Lloyd Bridges, a trouble shooting government agent, who solves a series of crimes that nearly causes an Indian uprising in a small Arizona town at the turn of the century.

This one can be considered a better-than-average small budget Western. Exploitation should be geared to help build its players into future marquee names.

Lou Rusoff's story and screenplay highlights Lance Fuller's determination to become an Apache chief, in the belief that he failed as a lawyer because his identity as a half-breed made him a social outcast by the white man and Indian alike.

Lloyd Bridges wins Miss Taylor's confidence in his sincerity for her love, and gains her help in exposing her brother as the one responsible for some killings and stage coach holdups. He tries to keep a promise that he would take Fuller alive, but a climactic fight ends with Fuller falling off a rocky cliff. Miss Taylor is vindicated of any part in the crimes as she and Bridges face the future together.

Executive producer was Alex Gordon. Floyd Crosby handled the photography, and the music was composed and conducted by Ronald Stein.

Running time, 83 minutes. General classification. For release in October.

S. D. B.

Arrest Manager for Admitting Juveniles

Special to THE DAILY

LORAIN, O., Oct. 17.—On the day that the amended House Bill No. 712 went into effect, the manager of the Lorain Drive-In, Richard Calvin Kline, was arrested for selling admission tickets to two boys, aged 16 and 17 respectively, to see a burlesque picture, "Teaserama," which, according to Lorain County Sheriff Carl B. Finegan and Lorain city policemen who are members of the juvenile delinquency squad "has a tendency to corrupt morals." They asked the film be confiscated.

Ironically the arrest took place in the home county of State Senator Charles A. Mosher, one of the bill's sponsors. Kline was freed upon payment of $500 bail. The Lorain Drive-In showed the picture with all the eliminations required by the New York and Pennsylvania censors. It has been shown in several area drive-ins without criticism.

All
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That
Is News

MOTION PICTURE DAILY

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VOL. 78. NO. 76 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 19, 1955 TEN CENTS

Co. Presidents

Need Stressed For A Global Permit Plan

MPA Board to Meet Again Here on Italy

By MURRAY HOROWITZ

The urgency of developing a global formula for the division of foreign permits among American film companies was stressed here at yesterday's meeting of the Motion Picture Association of America's board of directors.

The board was said to have expressed its sense of urgency following its decision to postpone the Italian permit issue until some time next week when the board, which is composed of film company presidents, will convene again.

The delay was attributed to the absence of Milton R. Rackmil, president, and Alfred E. Daff, executive vice-president of Universal, one of

(*Continued on page* 5)

UNESCO Planning International Film Center for Children

Plans for the establishment of an International Center of Films for Children, scheduled for operation by 1957, will be reviewed in Paris in December, the UN Educational, Scientific and Cultural Organization (UNESCO) announced.

The projected center is an outgrowth of a meeting of representatives of the film industry and of various organizations concerned with

(*Continued on page* 5)

Albert Kane Named UA Manager in D.C.

Albert M. Kane has been appointed Washington branch manager for United Artists, replacing Sidney Cooper, who has been elevated to the post of Central district manager, it was announced by B. G. Kranze, general sales manager of UA.

Kane, who has held a variety of

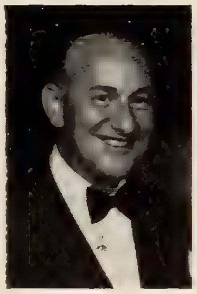
(*Continued on page* 5)

Favors Continued TOA-Allied Cooperation

Marcus Doubts Federal Legislation Best Solution to Current Problems

Special to THE DAILY

MINNEAPOLIS, Oct. 18.—Ben Marcus, of Milwaukee, former president of Allied States Association, expressed doubts today that Federal legislation offers the best solution to problems currently plaguing motion picture exhibitors.



Ben Marcus

Marcus, a guest at Columbia's reception for screen star Betty Garrett, commented on TOA's uncompromising opposition to Federal legislation, declaring: "The TOA leaders have a perfect right to their opinion and who can tell who is right? I am not at all sure that Federal legislation is the answer and I believe that it should be avoided if at all possible."

The former Allied president said that he doubted that there is any possibility of a merger between Allied and TOA "in the near future," but expressed the belief that the two exhibitor organizations should continue to work together to achieve common

(*Continued on page* 5)

Foreign Production Expensive: Reynolds

Production in Europe of films for television and theatrical presentation is a more expensive venture for U.S. producers than is generally thought due to the import restrictions on film and equipment, according to Sheldon Reynolds, producer of "Foreign Intrigue," which United Artists expects to release next April.

Sheldon Reynolds

Reynolds, who used some 4,000,000 feet of film in making 156 half-hour television films for his "Foreign Intrigue" series and 39

(*Continued on page* 4)

IFE to Release 8-12 Films By Aug.; Reiner Sales Chief

By LESTER DINOFF

Appointment of Manny Reiner, former vice-president of sales for Guild Films, as general sales manager of I.F.E. Releasing Corp. was announced here yesterday by Seymour Poe, executive vice-president, who also revealed that the company will release eight to 12 films by August, 1956, three of the films by January.

Manny Reiner

Reiner will assume his new post immediately, succeeding the recently resigned Bernard Jacon, Poe said. The I. F. E. official also disclosed the appointment of Joseph Gould as an administrator of the company.

Poe disclosed that the company is currently negotiating with French producers for the U.S. distribution rights of certain French product. He said that I.F.E. Releasing will distribute international product as the company is looking at some American product also.

Poe, in stating that all Italian films except co-productions are offered to I.F.E. for distribution in this market, said that the recently acquired J. Arthur Rank production of "Lease of

(*Continued on page* 5)

Defense Starts

5-Year Surge Of TV Is Cited At 16mm. Trial

Availability of Films for Video Up 200%: Beggs

By WILLIAM R. WEAVER

LOS ANGELES, Oct. 18.—The top price which a producer could get from television for a feature picture in 1949 was $7,000; today he can get $50,000 for an equivalent picture.

Advertisers using television budgeted less than one per cent of total advertising appropriation to video in 1949; by 1954 television was averaging ten per cent of every advertising dollar.

These statistics were among scores presented in evidence today by defense witness Alexander Kenneth Beggs, testifying in the trial of the government's 16mm suit charging that five major film companies conspired to restrict exhibition of their pictures

(*Continued on page* 4)

Report TOA 'Feelers' To Brewer and Jacon For Executive Post

Theatre Owners of America, which is seeking "a competent industry-experienced executive to act as liaison between TOA and distribution," was reported here yesterday as having made overtures concerning the position to Roy Brewer of Allied Artists and Bernard Jacon, former vice-president of IFE Releasing Corp.

The TOA board of directors was

(*Continued on page* 5)

UTO of Okla. Asks Allied Affiliation

From THE DAILY Bureau

WASHINGTON, Oct. 18.—The newly-formed United Theatre Owners of Oklahoma has applied for membership in the Allied States Association of Motion Picture Exhibitors, according to Abram F. Myers, Allied's general counsel.

UTOO has been issued an invita-

(*Continued on page* 5)

PERSONAL MENTION

DARRYL F. ZANUCK, 20th Century-Fox vice-president in charge of production, has returned to Hollywood from Europe.

•

Bernard E. Zeeman, treasurer of Columbia Pictures International, will leave New York on Friday for Manila and later will go to Toyko with Lacy Kastner, president of C. I.

•

Ralph Kamon, of the United Artists foreign department legal staff, is the father of a daughter born to Mrs. Kamon this week at Brooklyn Jewish Hospital.

•

Leonard Hirsch, home office assistant to Rudy Berger, M-G-M Southern sales manager, will leave here on Oct. 30 for visits to key cities of the South.

•

Hugh J. Campbell, manager of the Central Theatre, West Hartford, and Mrs. Campbell are celebrating their 40th wedding anniversary.

•

Mary Ponichtera, secretary to Gil Cote of M-G-M's special service department, has announced her engagement to Edward Zaleski.

•

Sidney Kramer, RKO Radio foreign sales manager, will leave here today for the Coast.

•

Herman Kass, Universal Pictures Eastern exploitation manager, left New York last night for Baltimore.

•

William Barnett, president of Barnett International Forwarders, has returned here from Europe.

•

Grace Kelly left New York yesterday for Hollywood.

•

Jules K. Chapman, United Artists manager of branch operations, was in Atlanta from New York.

•

W. W. Spencer, M-G-M studio manager, and his wife, are in New York from Hollywood.

•

Larry Stephens, publicity representative for Allied Artists of Canada, Ltd., is in New York from Toronto.

•

Sheldon Reynolds and Nicols Milinaire, independent producers, are in New York from Europe.

Skouras to Coast

Spyros P. Skouras, president of 20th Century-Fox, will leave here on Friday for Los Angeles to attend memorial services for his late brother, Charles Skouras, which will be held there at the weekend.

H. R. H. Duke of Edinburgh Makes Plea

U.K. Theatres Agree to Audience Collection for Juvenile Charity

By PETER BURNUP

LONDON, Oct. 18.—One of the rare audience collections consented to by British exhibitors will be undertaken on behalf of the National Playing Fields Assn. as a result of a plea made here today by the Duke of Edinburgh at a meeting of the general council of Cinematograph Exhibitors Assn.

The National Playing Fields is one of Britain's greatest charities, dedicated to aiding underprivileged youth, and for long has been served by His Royal Highness. A previous theatre collection undertaken for it produced £143,000 ($400,400).

The nationwide collection in theatres will begin next March 1. It will be preceded by a film in which the Duke will make an appeal to audiences for contributions and will be followed by another in which he will thank the public for its cooperation.

The Duke paid tribute to the late W. R. Fuller, C. E. A. general secretary, for his devotion to the industry and his services to the Playing Fields Ass'n. He signed a guest register, specially prepared for his visit by C. E. A., and listened to general council proceedings for a time.

Tonight Princess Margaret will attend a cocktail party at Claridge's being given by the Royal Air Force Cinema Corp., of which she is a patron.

Albany Area Aims at $5,000 for Hospital

ALBANY, Oct. 18. — A minimum goal of $5,000 for the Albany exchange district in the sixth annual Christmas Salute for the Will Rogers Memorial Hospital and Research Laboratories, at Saranac Lake, was fixed unofficially at a meeting of distributor and exhibitor representatives yesterday.

Distributor chairman Ray Smith presided. The session preceded the telephone-closed-circuit hookup of addresses by president Abe Montague, distributor national chairman Charles J. Feldman, exhibitor national chairman M. A. Silver and others.

Hopes for $13,000

More than $4,000 was raised in the exchange territory through scroll signatures and donations to the TB hospital last year. An additional $10,000 was collected from audiences the past July and August—with 50 theatres yet to be reported here. Smith hoped the figure would reach at least $13,000.

Buena Vista Group to See Films in Work

Sales and exploitation personnel of Buena Vista Film Distribution Co., gathering for their first convention, starting Monday at the Walt Disney Studios in Burbank, Cal., will witness actual production of a number of films, and will have screened for them extensive footage from forthcoming productions. A trip to Disneyland is another important feature on the agenda.

The convention will run from Monday through Saturday, Oct. 29.

Tells of New Way Of Dubbing Films

A more effective method of dubbing to meet the growing market for foreign films was claimed here yesterday by Jack Curtis and Terry Van Tell, president and vice-president, respectively, of Film-Sync, Inc., the firm which did the dubbing for the French import "Wages of Fear."

Film-Sync, currently negotiating for the dubbing of other imports, uses a technique which allows the dubbing of large segments of the picture at one time, rather than isolated sequences, Curtis explained. The process, which does not utilize the standard loop method, was said by Curtis also to cut the time needed for dubbing, thereby decreasing costs.

Fox Inter-Mountain's Tom Brennan Dies

DENVER, Oct. 18.—Tom Brennan, 41, Northern district manager for Fox Inter-Mountain Theatres, died in a Laramie, Wyo., hospital following a heart attack.

A brother-in-law of Frank H. Ricketson, Jr., president of Fox Inter-Mountain Theatres, Brennan had managed theatres for the company in Laramie, Rawlins and Cheyenne, Wyo., before being made a district manager. He served in the navy in World War II. He is survived by his wife, Virginia, sister of Ricketson; three daughters and a son; his mother, three brothers and two sisters.

Raze Conn. Theatre

BRIDGEPORT, Conn., Oct. 18.—The Lyric Theatre is being razed to make way for a proposed parking facility.

Rothafel Assumes His Roxy Post Here

Robert Charles Rothafel assumed his duties yesterday as managing director of the Roxy Theatre, National Theatres' Broadway showcase here.

R. C. Rothafel

Rothafel, the nephew of S. L. (Roxy) Rothafel, stated upon assuming his post that under the aegis of NT no stone will be left unturned to make the Roxy "the outstanding theatre in the nation." Rothafel's last position with NT, before his transfer to New York, was district manager in the San Francisco-Oakland area.

His arrival here represents a "home-coming," having lived in New York for 19 years, and having grown up in showbusiness under the tutelage of his uncle.

Gramercy and Grable Deals Set with U.A.

Arthur B. Krim, president of United Artists, yesterday announced the consummation of a financing-and-distribution deal with Gramercy Pictures and a releasing arrangement with Betty Grable, as head of her own production company.

The producing-directing team of Arthur Gardner, Jules Levy and Arnold Laven, who head Gramercy Pictures, will produce three major features in the next three years, financed by U.A. and distributed by that company.

The new company has set two properties for production. The first, "The Trap," will start immediately after the first of the year. The second will be "Custer's Last Stand," scheduled for production next year.

The arrangement with Miss Grable marks the actress' entry into the producing side of the industry.

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"FILMED ON LOCATION...INSIDE A WOMAN'S SOUL!"

The remarkable story of Lillian Roth is magnificently portrayed by Susan Hayward

YOU NAME THE AWARD– THIS PICTURE WILL GET IT!

The grapevine from California has long whispered the news. Now, it is no longer just rumor. It is a fact. The print came East. We saw it in our Projection Room. Countless people will see this picture. Its story is already known to 100 million Americans. Unprecedented grosses will pour into boxoffices. It is a milestone in movies.

I'LL CRY TOMORROW
The story of Lillian Roth based on the best-seller...televised on Ralph Edwards' "This Is Your Life" TV Show.

I'LL CRY TOMORROW

M-G-M has made it into an overwhelming motion picture...starring

SUSAN HAYWARD

RICHARD CONTE · EDDIE ALBERT

JO VAN FLEET · DON TAYLOR · RAY DANTON

Screen Play by **HELEN DEUTSCH and JAY RICHARD KENNEDY** · Based On the Book "I'LL CRY TOMORROW" by LILLIAN ROTH, MIKE CONNOLLY and GEROLD FRANK · Directed by **DANIEL MANN** · Produced by **LAWRENCE WEINGARTEN** · An M-G-M Picture

(Available in Perspecta Stereophonic or 1-Channel Sound)

Overseas

(*Continued from page* 1)

half-hour "Sherlock Holmes" TV shows, declared here yesterday at the UA home office that his picture, filmed in Stockholm, will "not capitalize on the TV series of the same name."

Reporting that he is seeking properties with foreign elements in them for future feature film production, Reynolds said that "the only similarity between the UA financed feature motion picture and the television film series is in title only."

It was injected at this point that UA vice-president Max E. Youngstein foresees a United States and Canadian gross of $1,600,000 for "Foreign Intrigue," which stars Robert Mitchum.

Notes Difficulties Abroad

In commenting on European production, Reynolds said that film making abroad is not cheaper due to the varied custom charges, required permits, time involved and shifts from locale to locale. He said that European film studios do not stack up as well technically to American studios as the film centers in Europe aren't as big, soundproofed, equipped and flexible as their U.S. counterparts.

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism—this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

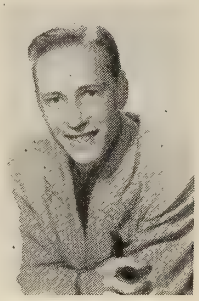
Television--Radio

with Pinky Herman

DESPITE the fact that sales of color receiving sets haven't kept pace with the increased number of colorcasts, telecasters feel that in time John Q. Public with many more color programs available, will be prompted to replace black and white sets with color receivers. CBSked for the month of November calls for the colorcasting of all of the "Gene Autry" and "Red Skelton" shows, "Mama" (Nov. 4), "Shower of Stars" (Nov. 3), "Omnibus" (Nov. 6-13), "Climax" (Nov. 10-24), Ford Star Jubilee's "Caine Mutiny Court Martial" (Nov. 19) and "Studio One" (Nov. 21-28). NBC likewise has expanded its color schedules and today is beaming five times as many hours of live colorcasts as it did last year, or about 40 hours a month. . . . Screencraft Pictures will hold a press screening today at Lloyd's of the Quintet Productions' "Judge Roy Bean," starring Edgar Buchanan. World distribution rights are controlled by Screencraft who has sold the half-hour color 39 telefilms to American Bakers, starting Oct. 30 in 22 of 42 Mid-Western markets.

☆ ☆ ☆

Joe Given, whose commershills are heard on the "Perry Como Show" and "General Electric Theatre," has been signed to give with the sales pitch on the "Frankie Laine Show" CBSaturdays at 6:15 P.M. Given, formerly a captain in the U. S. Air Force, is the possessor of one of the finest speaking voices on the air and with his wealth of experience, resonant voice and excellent delivery, is sure to cop a top spot among radio and TV spielers. . . . Sid Dubroff, general manager of Spoltlight Promotions, is seeking to acquire distribution rights to a dramatic telefilm series or a new dramatic property which Spotlight will produce either in 13 or 26 telefilms. . . . Tiny Fairbanks, who used to MBSpread sunshine on his own program, has become a triple-threat in the recording field. He writes his own material, records same and distributes the disks on his own label, Fairbanks Records.



Joe Given

☆ ☆ ☆

After a quarter century of staging their mammoth "Thanksgiving Parade" in Newark in the morning, Bamberger's department store, with General Electric sponsoring TVia CBS, will hold the colorful procession, titled "Thanksgiving Parade of Lights," in the early evening, 6:15-6:45 P.M. EST, Wednesday, Nov. 23. Produced by Paul Levitan, a special lighting effect, invented by Dr. Alexander and called "black light," will be used. City fathers have also agreed to darken the street lights during the parade which should enhance the picturesque "lights and shadows" festival. . . . Jake Evans of McCann-Erickson and Halsey V. Barrett, of TV Bureau of Advertising, will be guest speakers at the luncheon sessions, next Monday and Tuesday, held by the Spot Sales NBClinic of promotion-merchandising-publicity managers at the Hotel Plaza in Gotham.

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Revue Productions' teleseries, "Adventures of Kit Carson," starring Bill Williams, has been acquired by MCA-TV Ltd. and is the 27th show in its film syndication division. Program had enjoyed a four-year run in 130 markets for Coca-Cola. . . . Westbrook Van Voorhis, producer-narrator of "It's Time," weekend dramatized news vignettes heard ABCoast-to-Coast, is observing his 30th anniversary on the air. Van started as an announcer back in 1925 at WPCH which was subsequently absorbed by WMCA. . . . A film producer wants to produce the Elmo Russ-Odette Bouchard ballet, "The Broom, The Kettle and The Pot" in Italy. Elmo is one of the country's finest organist-composers. . . . Kraft Foods Company, sponsors of TV's first full-hour dramatic program has established a $50,000 prize to be awarded to the author of the best original TV play produced on the "Kraft TV Theatre," during the year ending Oct. 31, 1956.

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WOR-TV's "Celebrity Parade for Cerebral Palsy," 19-hour telethon next Saturday, will be TVeed off by Jackie Gleason. Eydie Gorme, Bobby Sherwood, Toni Arden, Herb Shriner, Jaye P. Morgan, Art Carney, Susan Strasburg, Ed Begley, Rita Gam, Hal March, Thelma Carpenter, Carol Haney, Gwen Verdon, Brad Phillips and Bill Silbert also have volunteered their time and talents to this great cause.

16mm. Trial

(*Continued from page* 1)

by outlets competitive with the 35mm theatres.

Beggs, senior economist in charge of the research department at Stanford University, and who said his services have been utilized by both government and private industry in about equal measure, testified he had been engaged by defense counsel Homer I. Mitchell and Macklin Fleming last March to survey television conditions throughout the 1949-1954 period.

Cites NARTB and FCC

Beggs cited the National Association of Radio and Television Broadcasters and the Federal Communications Commission as chief sources of his information, and named various trade organizations and publications as secondary sources.

Beggs said the television market for feature films increased tremendously between 1949, for which he used in all statistics as his base year, and 1954. He said his research indicated 1,200 features were available for television in 1949, and 3,600 in 1954. He said feature film sold to television recoups four-sevenths its cost the first year, two-sevenths the second year, and one-seventh the third year.

Government counsel steadily offered objections as testimony continued, and was repeatedly over-ruled by Federal Judge Leon R. Yankwich, who reminded counsel that the government had consumed 10 days presenting documentary evidence and said the defense was entitled to the same privilege.

'Reasonableness' Called Vital

Pointing out that the obvious defense intention in introducing Beggs' testimony was to show their deportment had been in line with "doctrine of reasonableness," Judge Yankwich declared, "the most important factor in this case is the reasonableness of the restriction. The Supreme Court has said repeatedly that the motion picture industry is a peculiar industry. It has ruled that clearance is protection of customer." He said the conspiracy issue can be decided "very quickly," but evidence bearing on reasonableness is of utmost importance.

Other data submitted to the court by Beggs, on basis his survey, included:

¶ Television stations averaged 58 broadcast hours in 1950; 101 in 1954.

¶ The nation now has 33,000,000 receivers in operation.

¶ The increase in the cost of television time to advertisers has been at a far faster rate than the increase in prices paid for program material.

Beggs' testimony is expected to consume Wednesday, possibly running over into Thursday, and will include data showing cause-and-effect relationship between theatre box office and television in the Los Angeles and Denver areas.

Ned E. Depinet is expected to follow Beggs on the stand.

I.F.E.

(*Continued from page* 1)

Life," "Madame Butterfly" and "Maddalena" will be the three films released by January.

"I.F.E. will launch a publicity workshop campaign for the company's international product in order to help exhibitors properly advertise and publicize the films," Poe said.

He revealed that I.F.E. Releasing Corp. will "be emerging from the lean years" this year and that 1956 business will be the best in company history. Poe said that there is no plan to invest I.F.E. Releasing capital in production. Commenting on the company's new "autonomy," Poe said that I.F.E. New York could exist and show a profit on the release of one film per month if necessary.

Seymour Poe

"The company is not contracting its borders," Poe said. "We are expanding our activities in areas where the major film companies are not strong," he said. Poe revealed that the company has district offices in Los Angeles, Dallas, Chicago, Cleveland, Boston and New York which cover 29 exchange territories.

The I.F.E. New York executive vice-president said that he plans to go to Europe in late November or early December and at that time will concentrate on securing more product, especially French films, for the U.S. market.

Reiner to Tour Nation

Reiner said that within three weeks he will go on an extended trip around the country to meet with the company personnel and exhibitors. Prior to joining Guild Films, Reiner was foreign manager for Samuel Goldwyn Productions, was associated with Prockter Television Enterprises, with the David O. Selznick Releasing Organization, and with Louis G. Cowan Productions. He has held various posts with Paramount, M-G-M, Warner Brothers and Monogram in the advertising and publicity departments as well as sales.

Albert Kane

(*Continued from page* 1)

key positions with Paramount for the past 3 years, will take over management of UA's Washington branch on Monday.

Entering the industry in 1925 as chief accountant for Paramount in Boston, Kane remained with that company until his present appointment to UA's Washington exchange. In 1944 he became Northeast district manager and was named assistant Eastern and Southern division manager two years later. He served as Southwestern division manager from 1952 until his resignation last month.

Urge Global Permit Plan

(*Continued from page* 1)

the companies seeking an increase in its allotment of Italian permits. Both Rackmil and Daff were said to be on the Coast, but are expected back for next week's meeting, the date of which yet is to be set.

Top Executives in Accord

Joining in citing the need for a global formula on the permit situation were Eric Johnston, MPAA president; Barney Balaban, Paramount president; Nicholas M. Schenck, Loew's president, and Spyros P. Skouras, president of 20th Century-Fox, according to an MPAA spokesman. Complaints were aired about the time consumed by the foreign managers, who also attended yesterday's meeting, in attempting to reach amicable settlements on permit issues. It was pointed out that in many important foreign market areas, including Italy, France and Japan, quota restrictions and the consequent problem of permit divisions must be met time and again.

An MPAA spokesman said the global formula worked out in the past by a Motion Picture Export Association committee will be circulated among foreign managers again, with the view of using the past proposal as a basis for new discussions. The past proposed formula was developed by a committee composed of Arnold Picker, vice-president of United Artists; George Weltner, Paramount vice-president; Abe Schneider, Columbia vice-president, and Arthur Loew, president of Loew's International.

Reports by Johnston, Skouras

The meeting also heard a report by Johnston on his trip to the Near East and a report by Skouras on his recent visit to the Far East.

Meanwhile, it was learned that next week's meeting of the MPAA board also may take up the question of the division of French permits.

Johnston at yesterday's meeting also gave a brief run-down on the new British and French agreements. The MPAA president left for Washington shortly after the meeting and is due to return here next week.

Marcus Doubts

(*Continued from page* 1)

goals. In Marcus' opinion Allied-TOA conferences with distributor executives last spring, "accomplished a lot of good."

"I only wish there had been a more definite follow-through on some of the promises they made," he declared.

Pittsburgh Meetings Of Shea Oct. 26-27

The general company meetings of the Shea organization will be held next Wednesday and Thursday at the Roosevelt Hotel, Pittsburgh. Theme of the meeting will be "novel approach to sales" and a qualified experimental effort to increase attendance.

Robert Coyne, general counsel of the Council of Motion Picture Organizations, will attend the first day's session and will speak on the Audience Awards campaign of COMPO, for which the Shea circuit is going "all out."

Christmas and holiday bookings, pre-Christmas attendance drives and administrative proposals for the coming year will be presented and studied.

At least two top holiday-season pictures will be screened at the Shea Fulton Theatre.

E. M. Loew Buys Land

NEW HAVEN, Oct. 18. – E. M. Loew's, Inc., of Boston, circuit operator, has purchased several adjoining parcels of land in Connecticut for right-of-way purposes in anticipation of the construction of a new drive-in to be situated on Amity Road at the New Haven-Woodbridge town line just off the Wilbur Cross Parkway.

UNESCO Planning

(*Continued from page* 1)

child welfare, held in Edinburgh in September. It will be run with the assistance of UNESCO, sponsor of the Edinburgh meeting, and with the cooperation of organizations of the film industry and those responsible for welfare and education of children and adolescents.

A provisional secretariat will be created in Paris in December to decide on the organization and plan of work of the future center. The center will serve as an international clearing house for information relating to films for children and young people. Activities will include the exchange of information on everything to do with production, distribution and exhibition of films for children; compiling and publishing lists and catalogues of films, and results of research on the influence of films, and on the tastes of children.

The center will also take an active part in promoting national children's film centers and assist in preparing different language versions of children's films likely to encourage understanding between the youth of different countries.

35 Films in Work; 2 Start, 2 Finished

HOLLYWOOD, Oct. 18.—For the third week in a row, the total number of pictures in work remained at 35. Two new pictures were started and two others were completed.

Started were: "The First Texan," CinemaScope (Allied Artists); "Swamp Women," Woolner Bros., CinemaScope, Pathecolor (Independent).

Completed were: "Phantom From 10,000 Leagues," Milner Bros. (American Releasing Corp.); "Giant," George Stevens, WarnerColor (WB).

TOA 'Feelers'

(*Continued from page* 1)

told by E. D. Martin, former president, at the annual convention in Los Angeles of the imminent need for such a man—an executive director—to render more and better service to TOA members, removing and handling matters in the absence of the TOA president and other officers and be a constant liaison between TOA and the film companies.

Martin said that the retention of such a man is necessary "now that arbitration is a reality." It was pointed out at the TOA board meeting that with such an executive on the New York staff of TOA, "exhibitor complaints that could not be handled at the local level could be worked on in New York before going to arbitration or the courts."

None Since Sullivan

Since Gael Sullivan resigned as executive director, TOA has been without a full-time executive.

Brewer, contacted here at his AA office, said that he "has not been approached at this time" for the TOA job. It was learned, however, that Brewer was offered the executive director position at TOA last year also by Walter Reade, Jr., former chairman of the board of TOA.

Jacon, who resigned as vice-president in charge of sales for I.F.E. Releasing Corp. last week, said upon learning that TOA was seeking an executive director that he would be "interested" in finding out more about it. He was unavailable for comment here yesterday.

UTO of Okla.

(*Continued from page* 1)

tion by the board of directors of Theatre Owners of America to affiliate with that group and it is reported that the UTOO directors will vote approval of such an affiliation at their next meeting in Oklahoma City on Nov. 14. The UTOO was formed by a merger of the Theatre Owners of Oklahoma and Allied of Oklahoma and it is expected that the organization will seek membership and affiliation in both TOA and national Allied.

Myers said he had received a membership application from UTOO signed by its president, Ed Thorne. Allied will act on the application, Myers said, when its national board of directors meets in Chicago on Nov. 5.

Only 16 Days
UNTIL THE
MOTION PICTURE
PIONEERS
DINNER

National Pre-Selling

"GUYS and Dolls" will get considerable assistance from an entertaining and informative story appearing in the November issue of "Women's Home Companion." In addition, it has been selected as the "Companion" Family Approved Movie for the month.

The article, written by Jane Kesner Ardmore, is illustrated by full color photos taken on the "Guys and Dolls" production sets. One, a close-up of Marlon Brando and Jean Simmons, fills a full page.

The author analyzes Brando's personality and spends a full day with him on the sets of this new Goldwyn picture. Parts of six pages are utilized for this entertaining story.

•

An interest-compelling ad spreading across two pages on "Desperate Hours" appears in the current issue of "Look."

•

Florence Somers selected "The Treasure of Pancho Villa" as the picture of the month for "Redbook's" November issue. She reports that this new RKO picture "is packed with adventure and lightened by an interesting romantic affair . . . a film which will fascinate both men and women."

•

Two editorial spreads are used in the Oct. 28 issue of "Collier's" for Cameron Shipp's profile of James Cagney. "Collier's" color camera is put to good use in picturing Cagney and his family on their farm at Martha's Vineyard. Production set photos of "Mister Roberts," "Love Me Or Leave Me," and "The Seven Little Foys," all Cagney pictures now in release, are posted prominently.

•

Ed Miller of "Seventeen" has selected "Three Stripes in the Sun" as the picture of the month for November.

•

The closing chapter of "The Mystery of Marilyn Monroe," star of "Seven Year Itch," will appear in the Oct. 23 issue of "American Weekly."

•

A striking full color ad on "Oklahoma!", spread across two half pages in the center fold, appears in the Oct. 9 issue of "Pictorial Review." The ad was positioned under the editorial department, "The Cheering Section."

•

"Parents" magazine, in reporting on "Oklahoma!", says: " 'Oklahoma!' in color and on the widest screen ever will be one of the big film events of 1955."

•

Marlon Brando and Frank Sinatra are the cover men on "Parade's" Oct. 23 issue, with full credit given to "Guys and Dolls." In the same issue is a cover story on the new M-G-M picture written by Lloyd Shearer, Hollywood editor of "Parade."

WALTER HAAS

REVIEW:

Queen Bee

Columbia

Hollywood, Oct. 18

THE LARGE AND steadfast following commanded this long while by Joan Crawford can be counted on to turn out in abundant and possibly growing numbers to see her here at her fashionable best in gowns by Jean Louis and against a setting of sheer luxury. Although her cast associates include Barry Sullivan in what may be his best performance to date, Betsy Palmer, John Ireland, Lucy Marlow, Fay Wray, William Leslie and Master Tim Hovey of "The Private War of Major Benson," showmen may find this good old-fashioned clothes-horse line of sales-approach to the womenfolk more effective than any other in behalf of a frankly old-fashioned picture.

The production, based on a novel by Edna Lee, is in form a throwback to the drawing-room drama of the all-talkie era, concerned deeply with excesses of emotion and almost totally lacking in other than room-to-room movement. While the market may be right at this time for a big scale production in this category, as it was when the not altogether dissimilar "Rebecca" came along, this one carries the probable handicap of making its heroine a woman of completely despicable character. In this respect "Queen Bee" differs from the standard "woman's picture" as pole from pole. Possibly producer Jerry Wald, who has mighty few bad guesses to his credit, is right in figuring this is what the 1955 box office needs.

The period of the story, put in screenplay form and directed by Ranald MacDougall, is now or quite recently, and the place is a mansion in or near Atlanta. Miss Crawford, wife of Sullivan, a wealthy mill owner who hides his troubles in whiskey, rides sharp-heeled over his household, his family and associates, her own children, the servants, everybody with whom she has contact. The film opens with Miss Marlow arriving from elsewhere for a visit that lasts out the picture and is at first fascinated, later astonished and finally disillusioned, by her hostess. Ireland is seen as the manager of Sullivan's mills and fiance of Sullivan's sister, played by Miss Palmer; but he is also a former lover of Miss Crawford, who opposes the match with Miss Palmer and, after Ireland declines to resume their illicit relationship, tells Miss Palmer about it, with the result that Miss Palmer commits suicide.

While all this has been building up, Miss Marlow has appealed to Sullivan to give up his drinking and oppose Miss Crawford's evil machinations, and he, after explaining that Miss Crawford trapped him into marriage years ago by falsely representing herself as premaritally pregnant, agrees to do so. When Miss Crawford thwarts his attempt to use divorce as a weapon against her, he sets out on a campaign of determined deception which convinces her, and their friends, that she is enjoying a second honeymoon with him. But his intention to end both her life and his in an intentional automobile disaster is upset by Ireland, who takes her out in Sullivan's stead and successfully ends her life and his own by driving the car over a precipice.

Like all Wald productions, this one is meticulously made. His characters are clearly established, his motivations are never in doubt, and his points are clear. He seems to have set out to show how evil a woman can be, if she works at it, and with Miss Crawford's studied aid he must be said to have succeeded extraordinarily well, although he might have made the ultimate consumers happier if he'd also provided one or more characters for them to root for.

Running time, 95 minutes. Adult classification. Release date, November.

WILLIAM R. WEAVER

Broadcasters to Cite Goldwyn on Tuesday

Samuel Goldwyn will be interviewed on an "In Person, Person-To-Person" by Edward R. Murrow, at a Radio-Television Executives Society luncheon next Tuesday at the Hotel Roosevelt here, it was announced yesterday by Robert J. Burton, RTES president.

Para. Has 4 Films In N.Y. Showcases

When "Lucy Gallant" opens tomorrow at the Victoria Theatre, Paramount will have four pictures playing simultaneously at New York first-run showcases.

The three other pictures bearing the Paramount label are William Wyler's "The Desperate Hours" at the Criterion; "Ulysses," which today starts its tenth week at the Globe, and Alfred Hitchcock's "The Trouble With Harry," in its first week at the Paris.

Italy Distributes 108 of 190 Permits

The Motion Picture Export Association was informed here from Rome yesterday that the Italian government has distributed 108 out of the 190 permits to be issued to American companies this year.

The Italian government made the allocation on its own following the failure of MPEA foreign managers to agree among themselves on the division of permits, leaving the issue up to the company presidents.

PEOPLE

Ceil Chapman, famous dress designer, has accepted the chairmanship of The Golden Circle at the world premiere of **Samuel Goldwyn's** "Guys and Dolls" at the Capitol Theatre on Nov. 3, according to an announcement by **G. S. Eyssell,** chairman of the ticket committee. Miss Chapman will act as hostess on opening night to those purchasing the $100 Golden Circle divan tickets.

□

G. Malcolm Clark, assistant manager of the Brandt Portland Drive-in, Portland, Conn., has been promoted to manager of the Brandt Bridge Drive-in, Groton, Conn., replacing **Ernest Grecula,** resigned.

□

Frank H. Ricketson, Jr., president of Fox Inter-Mountain Theatres, has been named to the Denver Centennial Celebration Commission, which will make plans for the 1958 centennial celebration of the founding of Denver.

□

Charles Schlaifer, president of Charles Schlaifer & Co., advertising agency, has been elected secretary-treasurer of the Joint Commission on Mental Illness and Health, Inc.

□

Mike Gardner, radio-TV publicist, has been retained to handle special network exploitation for two United Artists releases, "The Big Knife" and "Gentlemen Marry Brunettes."

Bernard Slaster, 44

Funeral services were held in New Rochelle, N. Y., Monday for Benard Slaster, 44, husband of Jane Slaster, who is office manager for Guild Enterprises here. Slaster died of a heart attack last Saturday.

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

VOL. 78. NO. 77 NEW YORK, U. S. A., THURSDAY, OCTOBER 20, 1955 TEN CENTS

Cites 4 Reasons

Burger Sees Biggest Year For Loew Int'l

Points to the Overseas Theatre Building Spurt

By MURRAY HOROWITZ

A forecast that Loew's International is in for one of its biggest years in its history was made here yesterday by Samuel N. Burger, Loew's International sales manager.

Burger, in his resumé of the 1955-56 outlook for the company abroad, listed the following factors pointing to a record business year:

1. Business since September, the beginning of the company's fiscal

(*Continued on page* 4)

Kalmenson Holding WB Sales Meet Here

A two-day meeting of Warner Brothers' district managers and sales executives will begin today at the company's home office. Ben Kalmenson, vice-president in charge of distribution, will preside. Company's product scheduled for release from now through the end of next summer will be discussed at the two-day sessions. Sales executives present will also attend screenings of "Rebel Without

Ben Kalmenson

(*Continued on page* 4)

No TV Sponsor for Awards Presentation

Special to THE DAILY

KANSAS CITY, Oct. 19.—Elmer Rhoden of National Theatres and head of the COMPO Audience Awards Poll, who was in Kansas City to attend a Fox-Midwest meeting, said that the television presentation of the

(*Continued on page* 5)

Yankwich Draws a Distinction Between Films-in-Theatres and Films-on-TV

From THE DAILY Bureau

LOS ANGELES, Oct. 19.—As defense witness Alexander Kenneth Beggs, economist, for the second day continued entering statistics covering television developments in the 1949-1954 period, tending to show that defendants in the government's 16mm suit followed a business motive in withholding their pictures from television during that time, Federal Judge Leon Yankwich remarked on the fundamental difference between the motion picture in a theatre and on television.

As shown in the theatre, Judge Yankwich said, the motion picture is entertainment, and is sold as such, whereas it becomes, on television, a means of attracting advertising to television stations. He said the motion picture is a special kind of product and requires special marketing.

The defense expects to call defendants tomorrow.

Eastman Kodak Has Record 9-Month Net

Special to THE DAILY

ROCHESTER, Oct. 19.—Sales and earnings of Eastman Kodak Company for the first three quarters were higher than in any corresponding period in the company's history, Thomas J. Hargrave, chairman, and Albert K. Chapman, president, reported today.

Consolidated sales for the first three quarters ending Sept. 4 amounted to $487,284,358, up 13 per cent over the $430,846,992 for the corresponding period in 1954. Three-quarter sales were 11 per cent above the pre-

(*Continued on page* 5)

Col. Unit to Acquire Some Co-productions

A portion of the estimated 30 co-productions in which Columbia Pictures is involved around the world "will be acquired by Distributors International for specialized handling in the domestic market," according to Edward L. Kingsley, who is heading the recently formed division of Columbia Pictures.

Distributors International will take the most suitable of the Columbia co-productions for distribution in the United States and will also acquire outside product, Kingsley said, add-

(*Continued on page* 5)

Set May 9-12 as Official Dates

Variety Clubs Will Stress Public Relations at New York Convention

The public relations aspects of Variety Clubs International will be spotlighted at the organization's international convention in New York next May, according to Ira Meinhart, who represented New York Tent No. 35 at the meeting of the international officers in New Orleans last weekend. Meinhart said here yesterday that the convention dates now have been set officially for May 9-12 and that the convention headquarters in New York will be located at the Hotel Waldorf Astoria.

George Hoover

In discussing the preliminary plans with the international officers, Meinhart told the New Orleans sessions that efforts would be made to place V.C.'s top people on major television and radio programs in order to acquaint the public with the functions and accomplishments of Variety. Martin Levine is the convention chairman.

At the midwinter meeting, in New Orleans, C. J. Latta of London was unanimously voted a letter of commendation for his activities in forming new Variety tents throughout Europe.

As a result of this action by the

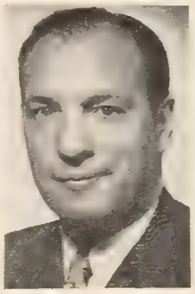
(*Continued on page* 4)

68% Increase

AB-PT's Net For 9 Months $5,254,000

Theatre Earnings Rise Slightly; Sept. Was Off

The estimated net operating profit of American Broadcasting-Paramount Theatres for the first nine months of 1955 after taxes was $5,254,000, or $1.20 per share on 4,137,993 shares outstanding, it was reported here yesterday by Leonard Goldenson, president. This was 68 per cent over same period of last year when the net was reported at $3,127,000, or 68 cents per share on 3,967,493 shares outstanding



L. H. Goldenson

(*Continued on page* 5)

BBC Acquires Ealing Studios from Balcon

By PETER BURNUP

LONDON, Oct. 19.—British Broadcasting Co. today acquired Michael Balcon's Ealing Studios for use as a BBC television filming center, it was disclosed today.

B.B.C. will take possession of the studios early next year. Balcon said that two films now in the course of production there will be completed

(*Continued on page* 4)

Slate VV Issue For Arbitration

The issue of whether projectionists operating horizontal VistaVision projection should receive added wages in the New York area will be submitted to arbitration, it was disclosed here yesterday by the IATSE Projectionist Local No. 306 office.

It also was stated that projectionists operating the Todd-AO equipment at

(*Continued on page* 4)

PERSONAL MENTION

DORE SCHARY, vice-president of M-G-M in charge of production, will arrive in New York on Saturday from Chicago and the Coast.

•

Irving Ludwig, Buena Vista domestic sales manager; Albert Margolies, director of advertising-publicity; Jesse Chinich, sales supervisor; Morto Myerson, art director, and Stephan Keller, office manager, left here yesterday for the Coast.

Joseph De Luise, of United Artists' advertising budget department, is the father of a girl born to Mrs. De Luise this week in Long Island College Hospital.

•

Tom Bennett, controller for Paramount Pictures in Continental Europe, will return to Paris today from New York.

•

Max Fellerman, Lopert Films executive vice-president, will leave here today for Hollywood.

•

P. T. Dana, Universal Pictures Eastern sales manager, is in Gloversville, N. Y., from here.

•

Louis Novins, Paramount Pictures secretary, is in Hollywood from New York.

•

J. William Piper, secretary of Paramount International, will return to New York today from Washington.

•

William Powell, division manager of Smith Management Corp., Boston, was in Hartford from there.

•

Harold Hecht, producer, will arrive in New York today from Paris.

•

Rafael Campos will leave New York for Chicago at the weekend.

'U' Sets 'Tomorrow' For Detroit Debut

"Hold Back Tomorrow," Universal-International's new melodrama starring Cleo Moore and John Agar which was produced, written and directed independently by Hugo Haas, will have its world premiere at the Broadway Capitol Theatre in Detroit on Nov. 3 with the two stars participating in the advance promotion and making personal appearances as part of a four city and two territory tour. Following the Detroit world premiere they will go to Lansing and Flint for the openings at the Esquire and Garden Theatres in the respective cities.

UK Commercial TV Keeps Denham Busy

By WILLIAM PAY

LONDON, Oct. 19. – Commercial television represents an important new aspect to the activities of Denham Laboratories, managing director William Harcourt told the trade press on a visit to the plant.

Although the number of prints required for TV purposes is generally only two—compared with up to 400 for the film industry—the output is enormous and is increasing rapidly, Harcourt said. It has meant a further expansion in laboratory work at the plant to process and print these TV films.

4,000,000 Feet a Week

Denham Laboratories is already dealing with 4,000,000 feet of film a week—the largest output of any film laboratory in Europe. This is approximately 50 per cent of the British film trade's requirements. Nearly 500 companies are serviced and the types of film processed include black-and-white, Eastman Color, Ferrania and Gevacolor in 35mm., 16mm., and even 8mm. Forty per cent of the output is in color.

Both Universal and G-B News are processed there as well as every picture produced by J.A.R.O. and associated companies. Almost every major American company uses the plant for film printing.

Staff at Denham has increased rapidly in recent years. In 18 years since the opening the staff of 80 has grown to over 500. It is said to be the most modern film laboratory in Europe and "few organizations offer a greater service to the film industry," claimed Harcourt.

Youngstein Phones To Greet UA in N.O.

NEW ORLEANS, Oct. 19.—A long-distance telephone call from Max E. Youngstein, vice-president of United Artists, was a feature of the opening of the company's new exchange building yesterday. The UA executive's message was relayed to hundreds of guests from this area, representing both distribution and exhibition, who gathered to help dedicate the new building.

The new ultra-modern branch office, phoned Youngstein, is evidence of the steady growth of the company's activities in the Louisiana area.

The building will serve as the main office for the territory, as well as the office of George Pabst, Southern district manager.

'Illegal' to Palace

Warner Bros.' "Illegal," starring Edward G. Robinson, Nina Foch, Hugh Marlowe and Jayne Mansfield, will begin its New York engagement at the Palace Theatre on Oct. 28.

Teen-Agers Want New, Young Stars

Special to THE DAILY

INDEPENDENCE, Mo., Oct. 19.—Radio station KIMO in this city is sponsoring a series of teen-age panel discussions titled "What's Wrong With the Movie Industry?" Participants in the first show suggested more new and young stars as one help. Panelists agreed that a country-wide talent contest in each of 20 large city areas with the finals in Hollywood would help secure new stars.

3rd Quarter Judging Of Quigley Awards

The Quigley Awards judging of entries received in the third quarter of 1955 will be held tomorrow morning at Quigley Publications' offices with the following judges participating: Frank Boucher, formerly general manager of K-B Theatres, Washington; George Fraser, director of merchandising promotion, Paramount, and Jim Hardiman, director of advertising and publicity, Odeon Theatres, Toronto.

Schwalberg Firm To Guide 'Rebecca'

David O. Selznick yesterday announced the conclusion of an agreement with A. W. Schwalberg, president of Artists-Producers Associates, Inc., under which the latter organization will supervise the merchandising and distribution of "Rebecca," the first of the Selznick special productions to be re-released by RKO Radio Pictures.

Schwalberg, who recently returned from Hollywood after a series of conferences with Selznick and Frank I. Davis, President of the Selznick Company, stated:

Schwalberg indicated that a definite release date would be announced as soon as he had conferred with RKO executives, and new prints, accessories and advertising campaigns can be completed and made available.

SMPTE a Sponsor Of Photography Meet

The Society of Motion Picture and Television Engineers will serve as one of the sponsors of the third International Congress on High-Speed Photography to be held in London next September, it was announced by Dr. John G. Frayne of Westrex, president of the society.

The first high-speed symposium was held in Washington in October, 1952, in conjunction with the 72nd convention of the SMPTE. The second meeting was in Paris in 1954.

RCA Sales Establish Mark for 9 Months; Total $740,662,000

Sales of the Radio Corp. of America during the first nine months of 1955 set a new record volume of $740,662,000, showing an increase of $80,277,000 or 12 per cent over the previous record established in 1954, David Sarnoff, chairman of the board of RCA, announced.

During the third quarter of 1955, RCA sales of products and services also achieved record volume, totaling $252,112,000, an increase of $36,136,000 or 17 per cent above the same period last year. Common share earnings in the third quarter this year amounted to 58 cents, compared with 54 cents last year.

Montana TA Favors Tax Removal Drive

Special to THE DAILY

MISSOULA, Mont., Oct. 19.—The Montana Theatre Association, at its semi-annual meeting held at the Florence Hotel here, unanimously voted to give 100 per cent support to any move that has as its ultimate goal the removal of the Federal admission tax, according to president Carl E. Anderson.

Some 65 theatremen who attended the meeting resolved "that the Federal admission tax is a stranglehold and first mortgage on our properties," Anderson said.

The MTA, an affiliate of Theatre Owners of America, passed a resolution which states: "Montana Theatre Association does not favor 'at this time' any further governmental control of our business. But, we do view, with alarm, the excessive film rentals now being asked from many of our smaller towns."

Kirsten N. Y. Editor Of 'Mouse' Newsreel

Robert Kirsten has been appointed New York editor for Walt Disney's Mickey Mouse Newsreel, and will start immediately working on metropolitan area news events for that part of Disney's daily Mickey Mouse Club television show.

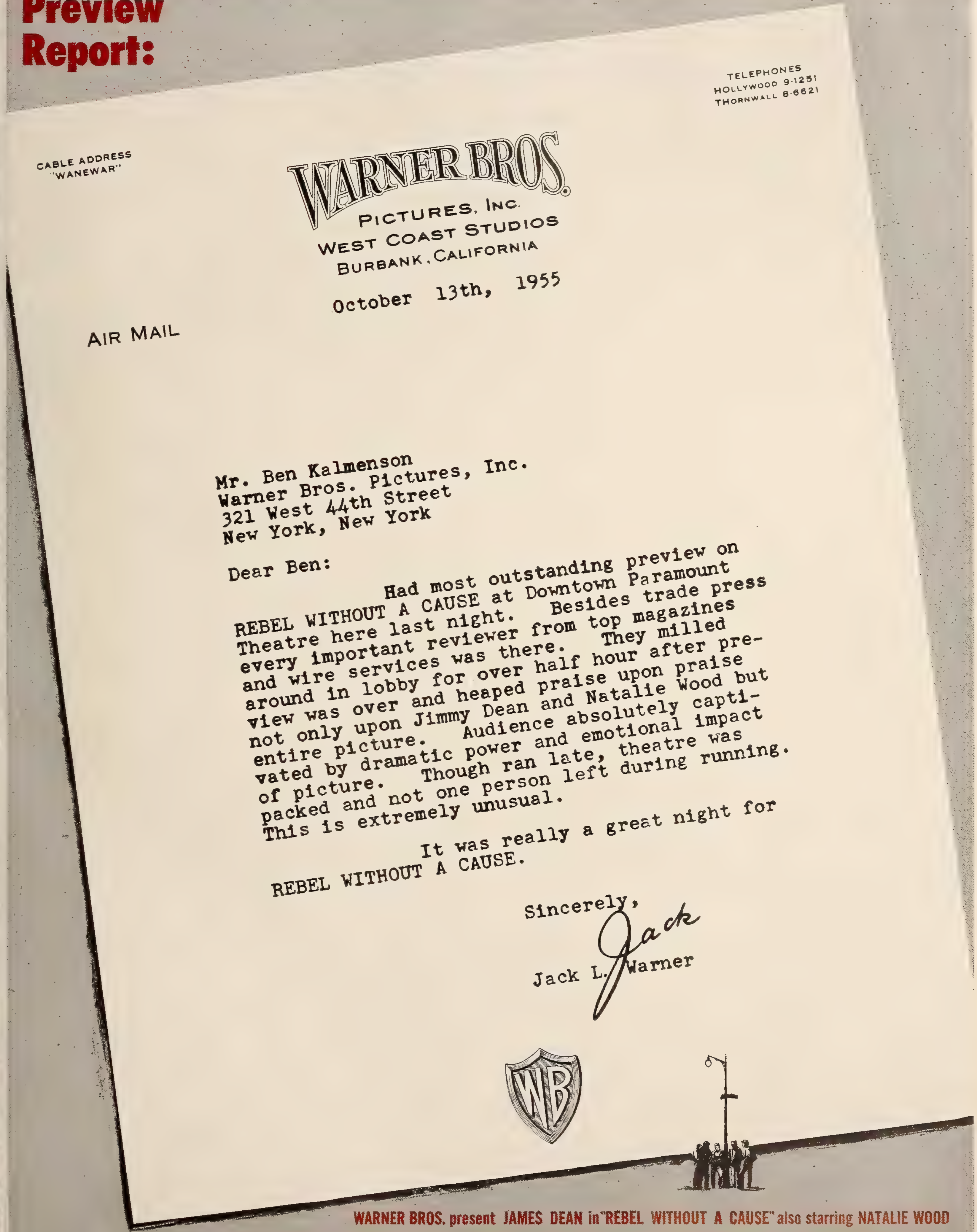
Kirsten comes to his new post from an associate editorship of the Voice of America Newsreel which was produced by Telenews.

DeMille in 'Life'

Cecil B. DeMille's production of "The Ten Commandments" is the subject of an extensive pictorial six-page report in the Oct. 24 issue of "Life" magazine, the cover of which presents a full-color photograph showing the picture-maker directing the Exodus scene in the production which will be released by Paramount.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

Preview Report:



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CABLE ADDRESS
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WARNER BROS.
PICTURES, INC.
WEST COAST STUDIOS
BURBANK, CALIFORNIA

October 13th, 1955

AIR MAIL

Mr. Ben Kalmenson
Warner Bros. Pictures, Inc.
321 West 44th Street
New York, New York

Dear Ben:

Had most outstanding preview on REBEL WITHOUT A CAUSE at Downtown Paramount Theatre here last night. Besides trade press every important reviewer from top magazines and wire services was there. They milled around in lobby for over half hour after preview was over and heaped praise upon praise not only upon Jimmy Dean and Natalie Wood but entire picture. Audience absolutely captivated by dramatic power and emotional impact of picture. Though ran late, theatre was packed and not one person left during running. This is extremely unusual.

It was really a great night for REBEL WITHOUT A CAUSE.

Sincerely,

Jack

Jack L. Warner

WARNER BROS. present JAMES DEAN in "REBEL WITHOUT A CAUSE" also starring NATALIE WOOD with SAL MINEO · JIM BACKUS · ANN DORAN · COREY ALLEN · WILLIAM HOPPER · Screen Play by STEWART STERN Produced by DAVID WEISBART · Directed by NICHOLAS RAY · Music by Leonard Rosenman · In CinemaScope and WarnerColor

Set New Round for 'Gone With the Wind'

Loew's International's "perennial" "Gone With the Wind" will be released for the sixth or seventh time this fiscal year in some countries, Samuel N. Burger, sales manager, disclosed here yesterday. In Chile, the record grosser has been released 14 times with good results, he added.

Loew Year

(*Continued from page* 1)

year, is running ahead of last year.

2. The strong line-up of product Loew's International has for the foreign market.

3. The greater number of pictures utilizing the CinemaScope medium and Perspecta sound, ingredients of wide popular appeal overseas, according to Burger.

4. The "good" conditions prevailing abroad, in the main, with more money in circulation as compared to previous years.

Indicative of Loew's International's faith in the growing foreign market, Burger stated that the company, which now owns 45 theatres abroad, is currently engaged in a theatre expansion program, calling for the construction of about 12 theatres. One in Buenos Aires, Argentina, will be opened in March, and others are contemplated for Continental Europe.

Seven Are Ready

Set for foreign distribution this fiscal year are such pictures as "It's Always Fair Weather," "Trial," "I'll Cry Tomorrow," "Guys and Dolls," "Quentin Durward," "Kismet" and "Blackboard Jungle," the latter currently in release and chalking up "terrific business," Burger continued. He went on to say that Loew's International will have 14 pictures in CinemaScope this fiscal year as compared to the five in release the last fiscal year.

He called the increase in the number of CinemaScope and Perspecta sound installations abroad gratifying, adding that more native firms have been licensed to manufacture Perspecta sound equipment.

Audiences throughout the world "prefer American pictures," Burger maintained. He said his optimism was shared by Arthur M. Loew, the company president now in Europe, and Morton A. Spring, first vice-president.

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At JDA Testimonial

Industry Hails Danny Kaye For Democracy Efforts

By LESTER DINOFF

The entertainment industry is the greatest self-sustaining democracy in the world, according to actor Danny Kaye, who yesterday declared that "motion pictures are the most effective weapon in which we Americans tell the world of our way of life."

Kaye was honored by some 400 film industry executives who joined in a tribute to the actor-comedian at a testimonial luncheon at the Hotel Waldorf-Astoria for his work "in spreading the message of democracy throughout the world in behalf of UNICEF."

Mayor Robert F. Wagner, Jr., of New York, presented the motion picture industry's first annual Human Relations Award to Kaye on behalf of the Joint Defense Appeal of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

Emphasizes Tolerance

Kaye, in his address after accepting the award, said that "no one is refused admittance into the entertainment field because of race, color or creed. Admittance is by qualifications only—the ability to entertain an audience. The motion picture industry has the most effective weapon to tell the people of the world how we live. We, through the media of motion pictures, television and radio, can help others throughout the world by telling the story of children and how to bring them up properly. Motion pictures spotlight to the world what America is like and is a great force which could destroy evil and prejudice in this world of ours."

Harry Brandt, president of the Independent Theatre Owners Association and co-chairman of the JDA motion picture division, served as master of ceremonies. William J. German is chairman of JDA motion picture division. Other speakers included Mayor Wagner and Arnold Forster, civil rights director of the Anti-Defamation League.

Industry Leaders Attend

Seated on the dais during the Starlight Roof luncheon were: Rabbi Bernard Burstein, Sol Strausberg, A. W. Schwalberg, Max Youngstein, Leslie Schwartz, Emanuel Frisch, Russell Downing, Robert Benjamin, Leopold Friedman, Sol Schwartz, Edmund Waterman, Jack Cohn, Barney Balaban, Forster, German, Kaye, Brandt, May, Wagner, Spyros P. Skouras, Leonard H. Goldenson, Herman Robbins, Arthur Krim, Albert A. List, Fred Schwartz, James Mulvey, Harry Kalmine, Sam Rinzler, Adolph Schimel, Morey Goldstein, Richard Altschuler and Irving Greenfield.

Kalmenson

(*Continued from page* 1)

a Cause" and Liberace's first starring picture, "Sincerely Yours."

Pictures to be discussed are: "Rebel Without a Cause," "I Died a Thousand Times," "Sincerely Yours," "The Court-Martial of Billy Mitchell," "Miracle in the Rain," "Helen of Troy," "The Lone Ranger," "The Darkest Hour," "The Searchers," and "The Spirit of St. Louis."

Ten District Heads Attend

District managers attending the meeting are: Ben Abner, New York; Ralph J. Iannuzzi, Boston; William G. Mansell, Philadelphia; Robert Smeltzer, Washington; Robert H. Dunbar, Chicago; A. W. Anderson, Minneapolis; Hall Walsh, St. Louis; W. O. 'Ollie' Williamson, Jr., Atlanta; Ed Williamson, Dallas, and Haskell Masters, Toronto. Also attending are Grover Livingston, branch manager in Atlanta, and Fred Greenberg, Los Angeles branch manager.

Home office executives attending include Major Albert Warner, Roy Haines, Jules Lapidus, John F. Kirby, Norman H. Moray, Ed Hinchy, Bernard R. Goodman, Gil Golden, Larry Golob, Charles S. Steinberg, Robert A. McGuire, Larry Leshansky, Howard Levinson, Frank Cahill, W. W. Brumberg, William Miranda and Sid Rechetnik.

VistaVision

(*Continued from page* 1)

the Rivoli for the "Oklahoma!" showing are receiving extra compensation.

The extra pay sought for horizontal VistaVision projection was first initiated by Los Angeles Projectionist Local No. 150. The demand led theatres in the Los Angeles area equipped for showing double-frame VistaVision to drop using the equipment, ordering vertically fed VistaVision prints instead, pending outcome of negotiations. The union contended that horizontal VistaVision projection represented a road-show engagement which is subject to special scales, a contention strongly opposed by Loren L. Ryder, Paramount Pictures research director and inventor of the process.

Studio to BBC

(*Continued from page* 1)

before the deal becomes effective.

Arrangements are now nearing finalization for the transfer of the full Ealing production program to another studio, presumably the J. Arthur Rank studios at Pinewood.

'Corn' to Gaffney

KANSAS CITY, Oct. 19.—"Corn's a Poppin," filmed in Kansas City by Elmer Rhoden, Jr., will be distributed by Harry Gaffney of Dixie Enterprises.

Variety Clubs

(*Continued from page* 1)

group, Latta will now be the only official source for the formation of all new Variety chapters outside of the continental limits of North America. The work that John Haskell has been doing as a missionary to European and Asian cities is thus concluded. Under this organizational concept, Latta will appoint his own foreign committee.

Robert J. O'Donnell, "Big Boss" of International Variety, spoke briefly at the meeting on the growth of the organization.

O'Donnell further commented on the manner in which the international representatives had strengthened all of Variety by the efficient discharge of their duties.

Hoover Lauds Grubstick

Commenting on this point, George Hoover, international chief barker said, "The international representatives are consistently producing good results. The best example is our new tent in Seattle which has been closely guided by Al Grubstick of San Francisco and, as a result, is one of our most vigorous young Tents."

Edward Emanuel, of Philadelphia, reported that the flow of records from local tent meetings had been materially accelerated and that his office of international property master was now processing each of these reports within 24 hours of receipt.

Golden Presents Report

Nathan D. Golden, of Washington, presented a report to the group which showed that over a million individuals had received help from Variety in the past year.

The meeting concluded with a vote of thanks to the New Orleans tent and its chief barker, Page Baker, for acting as hosts throughout the two-day meeting period.

Attending the meeting were Hoover, O'Donnell, Marc Wolfe, Indianapolis; Edward Shafton, Omaha; Golden, J. B. Dunestre, Atlanta; C. A. "Pappy" Dolsen, Dallas; John Rowley, Dallas; Emanuel, Murray Weiss, Boston; Robert Hoff, Omaha; Rotus Harvey, San Francisco; John Jones, Chicago; Meinhardt; E. Whitaker, Atlanta; Ezra Stern, Los Angeles; Al Grubstick, San Francisco; George Eby, Pittsburgh; Ralph Pries and Robert Adleman, both of Philadelphia.

Only 15 Days
UNTIL THE
MOTION PICTURE
PIONEERS
DINNER

AB-PT Net

(*Continued from page* 1)

at the end of the same period in 1954.

For the third quarter of this year, the estimated profit after taxes was $1,899,000, or 43 cents per share as compared with $1,373,000, or 31 cents per share, based on the number of shares outstanding.

Theatre earnings were slightly ahead for the first nine months, Goldenson said. Theatre business was very good in July and August but disappointing in September. As a result, the full quarter was not equal to the record level of business of last year which was the best third quarter for the theatres since 1950, he stated. Goldenson said that the ABC Division showed a marked improvement in the third quarter over last year, operating at a profit as against a sizeable loss in the corresponding period of 1954.

Looks for Young Talent

Commenting on the need to build up theatre attendance, Goldenson said that new young talent should be developed by the producing companies in order to attract more people to the theatres, especially the younger people. He was encouraged to note an increasing use of new young stars by the major production companies.

As to ABC Goldenson reported that the TV network schedule starting this Fall season represented a very substantial increase over last year in commercial time sold to sponsors as well as a much stronger program lineup. He said that Disney's "Mickey Mouse Club," the afternoon children's TV show, was completely sold out to advertisers on a 52-week basis before its initial showing on Oct. 3. The public reaction to date would indicate that this program will measure up to the great expectations held for it, he said.

Sees Disneyland Popular

Goldenson stated that the Disneyland amusement park, in which the company has approximately a 35 per cent interest, has been well received by the public since its opening in July. He also noted that the company's new record subsidiary is now distributing the recorded songs from the Mickey Mouse TV show and that other records bearing the ABC-Paramount label would be on the market in November.

Local Distributors For 'Wiretapper' Set

BOSTON, Oct. 19. — Joseph E. Levine, president of Embassy Pictures, has appointed the following regional distributors for "Wiretapper": George J. Schaefer, Jr., president of Selected Films, for New Orleans, Atlanta, Charlotte, Memphis, St. Louis, Kansas City, Des Moines and Omaha; Harold Schwarz, Tower Pictures, for Dallas and Oklahoma; Embassy Pictures Corp., for Boston and New Haven; Fred Stein for Los Angeles, Portland, San Francisco, Seattle, Denver and Salt Lake City; Dave Emanuel, for Albany, Buffalo, Philadelphia, Pittsburgh, Cleveland, Cincinnati and New York.

Levine will leave for Europe on Monday to set up deals for "Wiretapper" in England and France. While in Paris and London he plans to look over foreign product. He will return on Nov. 4.

REVIEW:

The Return of Jack Slade

Allied Artists

Hollywood, Oct. 19

The second film based on the lethal legend of the frontier gunman, by way of his likewise lethal son, is as deadly, explosive and dramatically convincing as the first. This should be good news for exhibitors who did well with the original. Like his sire, whose smoky reputation is cleaned up a bit in the dialogue references of the second picture, the young Slade is lightning with his sidearms, and nearly as fast in the temper and romantic departments. On points, the second picture figures to match up with, or outdraw, the first.

John Ericson portrays the young Slade, who gives up his law studies, believing his name will prevent his success in that profession, and goes to work for the Pinkerton Detective Agency as a plain-clothes gunman like (the dialogue says) his father was before him. He is assigned to explore the mountainous hideout of a notorious band of Wyoming outlaws, learn their strength and report back. He does so, falling in love the while with a lady bandit, and delivers the information, on the basis of which the Pinkertons lay a trap by running in a train full of gold which turns out to be riflemen instead. This is the biggest, 'though not the most suspenseful, in a series of incidents that hold interest steadily and pile up suspense that holds to the end.

Lindsley Parsons produced the picture, with John H. Burrows as associate producer, and Harold Schuster directed with his usual sureness of touch. It was written by Warren Douglas and filmed in Superscope.

In addition to Ericson, as Slade, Mari Blanchard as the lady outlaw ("Yellow Rose of Texas" is used as her theme song, by the way) and Neville Brand as the most murderous of the outlaws turn in impressive portrayals, and support is compellingly competent throughout.

Running time, 79 minutes. General classification. For October release.

WILLIAM R. WEAVER

Columbia Unit

(*Continued from page* 1)

ing that the entire operation will be under the supervision of Lacy Kastner of Columbia Pictures International.

To Have Separate Sales Force

Kingsley said that once the division starts moving, a separate sales force will be formed to headquarter in the Columbia offices around the U. S. He said that Distributors International will have call on the Columbia Pictures advertising and publicity departments to aid in the specialized handling of the foreign pictures, but eventually the division will set up its own staff.

John Hodiak, 41

HOLLYWOOD, Oct. 19. — Actor John Hodiak, 41, died of a heart attack at his home here today. Hodiak recently appeared in the stage hit "The Caine Mutiny Court Martial" and among his motion pictures were "Across the Wide Missouri," "Command Decision," and others.

EKC Record

(*Continued from page* 1)

vious high set in the first three quarters of 1953.

Net earnings after taxes for the 1955 period were $57,982,467, up 23 per cent over the $46,958,693, the previous record total reported in the corresponding period a year ago.

Sales in the third quarter of 1955 were $171,434,256, up 12 per cent over the $152,714,860 in the 1954 third quarter. Net earnings in the third quarter were $21,616,478, up 15 per cent over the $18,824,501 in the third quarter last year.

O'Shea Talks Product At Sales Meeting

Special to THE DAILY

CHICAGO, Oct. 19.—Current and forthcoming pictures, including "The Desperate Hours," "Ulysses," "The Trouble With Harry," "Lucy Gallant" and "White Christmas" were discussed here yesterday by E. K. (Ted) O'Shea, vice-president of Paramount Film Distributing Corp., at a meeting here with Bryan D. Stoner, Central division manager, and his branch managers.

Branch managers who attended the meeting were: Jess McBride, Minneapolis; Irving Werthamer, Milwaukee; Tom Duane, Detroit; Dick Frank, Indianapolis, and Hal Stevens, Chicago.

PEOPLE

J. Earl Hayes, recently retired as manager of the Mainstreet Theatre in Lexington, Mo., was honored with a luncheon by Fox Midwest district managers.

□

David Dallas, former city manager for Mid-Central Theatres in Manhattan, Kas., has joined the home office as director of advertising and public relations.

□

Otto Esposito, for many years with Loew's Poli and Strand Amusement Co. theatres in Bridgeport, Conn., has returned to the industry as manager of Strand Amusement's Strand in Bridgeport.

□

Carlos Neibla, M-G-M manager for Mexico who heaquarters in Mexico City, recently celebrated his 25th anniversary with the film company Neibla started as a theatre checker for M-G-M in 1930.

□

Henry Cummings has been named manager of the Lawler Theatre, Greenfield, Mass.

No TV Sponsor

(*Continued from page* 1)

Audience Awards show will have no commercial sponsor. Its purpose will be to sell the motion picture industry to the public, not a product to be purchased.

In New York, the Motion Picture Association of America has indicated its willingness to underwrite the cost of the TV show up to $150,000.

Three Coast Groups Take Note Of MPA Move to Back TV Show

HOLLYWOOD, Oct. 19.—Guarded comment was registered here today by three industry groups when questioned by Motion Picture Daily regarding their reaction to a willingness of Motion Picture Association of America to earmark as much as $150,000 in underwriting the cost of the television presentation of the Audience Awards show planned by the Council of Motion Picture Organizations.

Lou Greenspan, executive secretary of the Motion Picture Industry Council, declared, "MPIC is in favor of any move made in the best interests of the film industry."

A spokesman for the Screen Actors Guild observed, "While the SAG is always in favor of any project that benefits the motion picture industry, there can be no comment on MPAA's action at this time, since the matter has not come before our board."

George Seaton, president of the Academy of Motion Picture Arts and Sciences, preferred to withhold comment pending further information regarding the project.

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VOL. 78. NO. 78 NEW YORK, U. S. A., FRIDAY, OCTOBER 21, 1955 TEN CENTS

Board to Act

See 'Softer' Allied Stand On COMPO

Issue Is Slated to Be a 'Hot' Convention Topic

By MURRAY HOROWITZ

A "softening" in the attitude of some Allied States leaders towards the Council of Motion Picture Organizations was noted here yesterday, with the COMPO issue slated to be one of the "hot" subjects of Allied States' convention, to be held Nov. 7-9 in Chicago.

The recent statement issued by Indiana Allied, listing sought-after

(*Continued on page* 6)

Rhoden Announces Final Nominations For Audience Awards

From THE DAILY Bureau

HOLLYWOOD, Oct. 20. — Final nominations made by the country's theatre operators for the first annual Audience Awards election to be held Nov. 17-27 were announced here yesterday by Elmer C. Rhoden, national chairman of the industry's Audience Awards committee.

The nominations were the five best pictures released in July, August and September, the five best performances by a male star in that period, the

(*Continued on page* 2)

S-W Studies Ways To Boost Attendance

Special to THE DAILY

PHILADELPHIA, Oct. 20.—Methods of increasing theatre attendance by both adults and children were discussed at a two-day meeting of Stanley Warner managers and personnel, which was concluded at the company's zone offices here yesterday.

Ted Schlanger, zone manager, in addressing the meeting stated that "exhibitors are the infantry in the fight which is reversing declining theatre attendance. Exhibition is in the front line trenches because the box

(*Continued on page* 6)

As Undesirable As Toll TV

TOA Opposes Theatre Telecasts Of World Series Games for Fees

That Theatre Owners of America is equally as opposed to transference from free home television to theatre television of such outstanding events as the World Series, as it is to their being put on subscription TV at a meter rate, is made clear in a statement released by the exhibitor organization yesterday.

The fact that many of TOA's most influential members have theatre TV installations and customarily carry most closed circuit sporting events offered by Theatre Network Television, has no bearing on TOA's official attitude on the subject, a spokesman said.

He added that the TOA committee on toll TV is supported by the organization in its policy pronouncement that any popular sporting program heretofore available to the public on home television without charge should

(*Continued on page* 6)

UA European Billing Up 40%

An estimated $9,240,000 in foreign billing from Europe and the Middle East by United Artists this fiscal year, ending Nov. 30, was forecast here yesterday by Mo Rothman, Continental and Middle East sales head.

Mo Rothman

The estimated figure represents a 40 per cent increase over the previous year for that territory, Rothman explained.

The UA foreign executive, who

(*Continued on page* 2)

Makelim Puts Fourth On Shooting Slate

From THE DAILY Bureau

HOLLYWOOD, Oct. 20.—Producer Hal R. Makelim has purchased "Desperate Men," a sea yarn by Hal Richards, and placed it on the production slate of the Makelim plan.

Currently shooting under the plan is "The Peacemaker," with "The Case of Julia Walton" and "The Gay Primitive" on the ready line.

Yugo Industry Aim: 16 Features in Year

By STOJAN BRALOVIC

BELGRADE, Yugoslavia, Oct. 15. (By Air Mail)—With six feature films approaching the final stages of production here, and 10 now in distribution, this nation's industry hopes, with the completion of the six, to set a record of 16 feature films for the year. Of the six in work, four are domestic productions, while the remaining two are co-productions with French and German interests.

The principal problem of the industry here is financial. The government two years ago cancelled all subsidies to film production, with the result that the industry, while aiming at quantity, simply has not the financial means to assure quality comparable to foreign product.

Depinet May Take Stand in 16mm. Trial Today; Spyros Skouras to Be Called Later

From THE DAILY Bureau

LOS ANGELES, Oct. 20.—Government counsel trying the 16mm. conspiracy charge against five major companies spent today's Federal court session cross-examining defense witness A. K. Beggs, point by point, on testimony and statistics given by him Tuesday and Wednesday. Ned E. Depinet, who spent Wednesday in the court room awaiting a call to the stand for the defense, now is expected to testify Friday. Spyros Skouras is to testify next week, according to defense attorney Macklin Fleming, with other major executives to follow.

TOA Program

Blank Lists His Objectives for Term of Office

Harmonious Relations Within Industry Is Goal

A five-point program for Theatre Owners of America, accenting harmonious relationships within the industry, was outlined in a statement by newly-elected TOA president Myron N. Blank, issued here yesterday.

Myron Blank

The statement, listing Blank's "objectives for his term of office," carried as its first point a pledge "to do everything in our power to increase the public's interest in the motion picture theatre so that we shall

(*Continued on page* 3)

Realignment in WB Sales Personnel Set By Ben Kalmenson

Realignments and promotions in key Warner sales force executives were announced by Ben Kalmenson, vice-president in charge of distribution, at the Warner Bros. sales meeting at the home office here yesterday.

The sales department's realignments are to go into effect immediately, Kalmenson told the sales ex-

(*Continued on page* 3)

Boston Firm Waives Filmakers Injunction

Special to THE DAILY

BOSTON, Oct. 20. — In the suit brought by Al Swerdlove and Federal Film Co. of Boston against Filmakers Releasing Organization of California to permanently enjoin Filmakers from distributing in New

(*Continued on page* 3)

PERSONAL MENTION

ALFRED E. DAFF, Universal Pictures executive vice-president, has returned to New York from the Coast. MILTON R. RACKMIL, president, will return here from Hollywood over the weekend.

•

STAN MARGULIES, Bryna Productions West Coast publicity representative, and WILLIAM SCHORR, producer, will arrive in New York today from Hollywood.

•

RAY GALLO, of Quigley Publications, was guest speaker last night at Prof. Jacob Weiser's playwriting class at the drama department, College of the City of New York.

•

RICHARD GRIFFITH, curator of the Museum of Modern Art film library, New York, today will address the Motion Picture Council of Springfield, Mass.

•

LLOYD MILLS, manager of the Cinema Theatre, Framingham, Mass., is the father of a daughter born to MRS. MILLS this week.

•

RAY MURRAY, head of Columbia Pictures' home office publicity department, and ALDO RAY will leave here over the weekend for Boston.

•

PAULA FRASER, of the Paramount pressbook department, is recuperating at Mt. Sinai Hospital here, following surgery.

•

JOHN C. FLINN, Allied Artists advertising-publicity director, is scheduled to leave here today for the Coast.

•

HENRY GINSBERG, producer, will leave Hollywood tomorrow by plane for New York.

Siegel Leaving RKO To Join Sol Lesser

Mort Siegel has resigned his post as RKO foreign legal and operations executive to join Sol Lesser Productions in an executive capacity.

Headquartering in New York, Siegel will concentrate on foreign operations of Lesser.

Film Bow on Color TV

"The Constant Husband," to be presented as a feature of the "Color Spread Spectacular" on NBC-TV from 7:30-9 P.M., Nov. 6, will be the first full-length film to be presented in color on TV before its release to the film theatres of the nation.

Col. Offices to Contest With Each Other

Columbia Pictures' general sales manager A. Montague yesterday announced the pairings of the branches for the competition in the domestic phase of the Jack Cohn sales drive which started last week and will run until next June 28.

At the same time, the competition arrangement among the company's division managers was also revealed. The division managers contest will find Nat Cohn (New York) opposing Ben Lourie (Chicago); Carl Shalit (Central) versus Jack Tillman (Northwest) and Wayne Ball (Southern California and Rocky Mountains); Jack Underwood (Southwest) competing against Bob Ingram (Southeast) and Sam Galanty (Mideast); and Ben Marcus (Midwest) in a three-cornered contest with Harry Weiner (Eastern Pennsylvania and Southern New Jersey) and Harry Rogovin (New England).

Neighbors to Compete

In the branch setup, all of the branches will be paired off with the Houston and Dallas offices being joined for the drive. The pairings: New York vs. Philadelphia; Washington vs. Boston; Milwaukee vs. New Haven; Cleveland vs. Pittsburgh; Cincinnati vs. Charlotte; Memphis vs. Oklahoma City; Portland vs. Seattle; Dallas-Houston vs. Atlanta; Detroit vs. Chicago; Des Moines vs. Omaha; Buffalo vs. Albany; Denver vs. Salt Lake City; Los Angeles vs. San Francisco; Jacksonville vs. New Orleans; Kansas City vs. Minneapolis, and Indianapolis vs. St. Louis.

Houston Exhibitor Group to Reorganize

HOUSTON, Oct. 20. — Houston Theatre Association president Lowell Bulpitt at a general meeting named a committee to prepare by-laws as the first step in a complete re-organization of the association. Heights Theatre's Dick Wygant is chairman, with Fred Cannata of Uptown Theatre and T. J. Cheney of Trail Drive-in his assistants.

The Nov. 1 meeting has been called off. The by-laws will be submitted for the approval of the membership at the next meeting, Nov. 15 at Frontier Inn.

Two N.C. Theatres To Stellings-Gossett

CHARLOTTE, N. C., Oct. 20. — The Starlite and Century Drive-in Theatres in Lincolnton, N. C., and the Lester Theatre in Cherryville have been sold by A. E. Miller of Lincolnton to Stellings-Gossett Theatres, Inc., of Charlotte.

The Stellings-Gossett firm operates a number of theatres in the Carolinas.

Col. Withdrawing 'Eternity' Feb. 1

Columbia's "From Here to Eternity" will be removed from release on Feb. 1, 1956, it was announced by A. Montague, general sales manager. "Eternity" had its world premiere at the Capitol Theatre in New York in August, 1953, and was released nationally the next month.

Rhoden

(*Continued from page* 1)

five best performances by a female star, the five most promising new male personalities and the five most promising new female personalities.

The five nominated as best pictures were: "Interrupted Melody," M-G-M; "Love Is a Many Splendored Thing," 20th Century-Fox; "Mister Roberts," Warner Brothers; "Not As a Stranger," United Artists; "To Catch a Thief," Paramount.

Five Male Stars Named

In the category, "Best Performances by an Actor," those nominated for the three-month period were Humphrey Bogart in "Left Hand of God," 20th Century-Fox; Henry Fonda, "Mister Roberts," Warner Brothers; Glenn Ford, "Interrupted Melody," M-G-M; William Holden, "Love Is a Many Splendored Thing," 20th Century-Fox, and James Stewart, "The Man From Laramie," Columbia.

For "Best Performances by a Female Star," the following were named: June Allyson in "The McConnell Story," Warner Brothers; Olivia DeHavilland in "Not As a Stranger," United Artists; Jennifer Jones in "Love Is a Many Splendored Thing," 20th Century-Fox; Grace Kelly in "To Catch a Thief," Paramount; Eleanor Parker in "Interrupted Melody," M-G-M.

Child Actor Tapped

Named as "Promising New Personalities—Male" were Rossano Brazzi, in "Summertime," Tim Hovey, in "The Private War of Major Benson"; Dewey Martin, in "Land of the Pharoahs"; Cameron Mitchell, "House of Bamboo," "Tall Men" and James Whitmore, "McConnell Story."

The following were nominated as "Promising New Personality — Female": Joan Collins, in "Land of the Pharaohs" and "The Virgin Queen"; Dianne Foster, in "The Kentuckian"; Peggy Lee, in "Pete Kelly's Blues"; Sheree North, in "How To Be Very, Very Popular" and Milly Vitale, in "The Seven Little Foys."

Set Col. 'Holders Meet

Columbia Pictures Corp. announced yesterday that its annual stockholders meeting would be held on Nov. 28 in the home office of the company.

UA Billing

(*Continued from page* 1)

recently returned here from his Paris headquarters, described business conditions abroad as "excellent."

Big rises in the current UA fiscal year are being chalked up in Germany, where business is 148 per cent above last year; Spain, where billings are 140 per cent more than the previous year, and Sweden, where an 80 per cent rise was experienced, Rothman stated. He pointed to the increase in the "stable market" of Sweden as further proof that UA releases are commanding top playing time.

Turning to the question of trends, Rothman maintained that in Continental Europe, the novelty has worn off of CinemaScope. "Our big success," he went on, "is 'Not As a Stranger' which is black and white and in conventional form." UA, he maintained, is in a position to know about the extra drawing qualities of new techniques such as CinemaScope for it releases every type of picture.

Three 'Trouble Spots'

Asked about trouble spots, Rothman mentioned Denmark, where film shipments have been halted by American companies; Greece, where the film industry was said to be hurt by an onerous tax burden, and Turkey, where large balances have been blocked, but are due to be paid out over a two-year period.

$816,074 to PCC

HOLLYWOOD, Oct. 20.—The Permanent Charities Committee of the Motion Picture Industry has closed the first week of its 1956 campaign with $816,074 subscribed, it was announced today.

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DINNER

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

PEOPLE

Andrew Martin of the Royal and Dayton Theatres was re-elected for the fifth term president of the Greater Akron, O., Independent Theatre Owners Association. Other officers elected were: **Lou Ratener,** Montrose, Magic City and Sky View Drive-Ins, vice president; **Rino Alessio,** Linda Theatre, secretary and treasurer.

◻

Dale Armstrong has been named vice-president of John Sutherland Productions, producers of industrial motion pictures and specialists in film communications. Armstrong, who will assume his new duties on Nov. 1, has been vice-president of Executive Research, Inc., public relations counsel and is a former vice-president of Trans World Airlines.

◻

Richard Rodgers and **Oscar Hammerstein, II,** have been selected by the Association of the Alumni of Columbia College to receive that institution's Alexander Hamilton Medal, highest alumni award. Rodgers graduated with the Class of 1923, Hammerstein in 1916.

◻

James M. Attaway and **Donald Hanna,** of Atlanta and Tampa, are the new owners of the Glades Theatre, Moore Haven, Fla., having acquired it from the former owner, **R. E. Burchard.**

◻

W. P. Riggins, Georgia exhibitor, has purchased an 11-acre tract near Jasper, Ga., for a new drive-in.

Blank Tells Aims

(*Continued from page* 1)

have a more prosperous industry, which prosperity should be shared by all branches of the industry."

The second point in the program called upon both distribution and exhibition to adopt "the right spirit" so that the new arbitration and conciliation system can be made to work.

It cannot be a "one way street" for either branch, Blank warned. "A fair and honest discussion of any problem, backed by an honest effort to correct any unfair trade practices or film rental, will help relieve the industry of much litigation, unproductive time taken by lawyers and the courts, and unnecessary expense by exhibition and distribution which can milk the life blood of the industry," the TOA president declared.

Other points in his program pledged Blank and TOA "to help promote and aid in bringing into existence a single trade organization representing all exhibitors"; "to aid in preventing the closing of any theatres affiliated with TOA because of unfair film rental," and "to do everything in our power to help bring about more good pictures which are so badly needed by all theatres."

Blank took no cognizance of statements by Allied States officials, rejecting future cooperation with TOA as exemplified in the defunct TOA-Allied joint committee.

Blank's statement, issued from Des Moines, came as he prepared to leave for Europe to attend the three-day meeting in Rome of the International Union of Cinema Exhibitors. Blank is due to arrive in New York on Sunday, leaving the same day for Europe. Although Allied States, along with TOA, was invited to attend the international convention, which opens on Oct. 26, Allied will not send a delegate, it was learned here.

Ben Kalmenson, Warner Bros. vice-president in charge of distribution, congratulates John F. Kirby, whose promotion from Southern to Midwest division sales manager was announced at home office sales conference yesterday. Also in line for congratulations are, left to right, W. O. Williamson, Jr., new Southern division sales manager; Grover Livingston, newly appointed Southeast district manager, and Roy Haines, sales manager of the newly created West Coast division.

WB Personnel Realignment

(*Continued from page* 1)

ecutives, and are made specifically in the interest of increasing the over-all efficiency of the company's distribution operations throughout the country.

Most important aspect of the changes and promotions to take place in the sales department is the establishment of a new West Coast division headed by Roy Haines, for many years Western sales manager. Haines now becomes West Coast division sales manager with six offices under his direct supervision:—Denver, Los Angeles, Portland, Salt Lake City, San Francisco and Seattle. Haines will make his headquarters in Los Angeles.

Kirby to Headquarter Here

Kalmenson also announced the promotion of John Kirby from Southern division sales manager to the post of Mid-West sales manager. Kirby will make his headquarters in New York and will supervise the following regional offices: Chicago, Detroit, Milwaukee, Des Moines, Minneapolis, Omaha, Kansas City and St. Louis; the realignment also calls for the promotion of W. O. Williamson, Jr., from South-Eastern district manager to Southern division sales manager. In his new position, Williamson will have supervision over Atlanta, Charlotte, Jacksonville, New Orleans, Dallas, Memphis and Oklahoma City. He will headquarter in New York.

Livingston Succeeds Williamson

Succeeding Williamson as South-Eastern district manager will be Grover Livingston who is promoted to this post from Atlanta branch manager for Atlanta would be appointed over Atlanta, Charlotte, Jacksonville and New Orleans. Kalmenson announced that the new branch manager for Atlanta woudl be appointed shortly.

Jules Lapidus continues as Eastern sales manager, a post he has held for many years, with headquarters in New York and supervision over New York, Albany, Boston, Buffalo, New Haven, Washington, Cincinnati, Cleveland, Indianapolis, Philadelphia, Pittsburgh and Canada.

Reopen Conn. House

HARTFORD, Oct. 20. — Perakos Theatre Associates, independent Connecticut circuit, will relight the long-shuttered, 900-seat Arch St. Theatre, New Britain, tonight, on lease from the Glackin and LeWitt interests of that city.

New ASCAP Guide

A compilation of contemporary concert and symphonic recorded music is being sent this week to all radio and television stations as the latest issue of the ASCAP Program Guide, J. M. Collins, the Society's sales manager, announced.

Compo's Ad in 'E&P' Features Illustration Of Awards Trophy

Under the caption, "Oscar Has a Girl Friend," the 55th of the series of COMPO ads in "Editor & Publisher," which will appear tomorrow features a cut of the Audience Awards trophy. No name has yet been selected for the trophy, the design of which is the figure of a woman reaching for a star. Editors are asked if they have any ideas for a name.

"Take a good look at this little lady," the ad says. "As yet she has no name. But she will one day take her rightful place beside the world-famous Oscar of the Academy of Motion Picture Arts and Sciences. For she is the newly-designed and, we believe, very handsome prize of the Audience Awards election which will be held in the country's theatres Nov. 17-27. At that time millions of Americans will vote for their favorite star performances of the year, their favorite picture of the year, and for the two newcomers they deem most promising. This little girl will be given to the winners. So take a good look at her. She is a gal you'll be seeing lots of from now on."

Boston Firm Waives

(*Continued from page* 1)

England its "The Bold and the Brave" and seven other releases except through Federal Film under its franchise agreement, Federal has notified Judge William McCarthy of the U. S. District Court of Massachusetts that it was unable to post a $25,000 surety company bond and it, therefore, waived the temporary injunction previously granted by the court.

This week, Judge McCarthy heard the parties on Filmakers motion to dismiss the suit for a permanent injunction and damages on the ground that the district court in Massachusetts had no jurisdiction over Filmakers of California. The judge received briefs from both parties and reserved his decision which he promised to announce shortly.

Shiffrin Leaves AA

Irving Shiffrin, who has been associated with the publicity department of Allied Artists Pictures Corp. for the past year, has resigned his post, effective immediately. Prior to his affiliation with Allied Artists, Shiffrin was associated with RKO Radio Pictures, David O. Selznick and United Artists.

Essicks' Deal for RKO House Off

CLEVELAND, Oct. 20.—Ray Essick stated that his announcement of acquiring the RKO 105th St. Theatre here was premature. Deal fell through in the final negotiations. Involved were Ray, Jack and P. E. Essick.

BOGART BLASTS

ACROSS THE SCREEN IN A NEW BOXOFFICE HIT!

PARAMOUNT'S TOTAL PENETRATION AD CAMPAIGN NOW ON NEWSSTANDS —including spreads in LIFE, LOOK, SATURDAY EVENING POST and COLLIER'S

Paramount presents

HUMPHREY
BOGART and FREDRIC
MARCH

in WILLIAM WYLER'S Production of

THE DESPERATE

co-starring

ARTHUR KENNEDY · MARTHA SCOTT · DEWEY MARTIN · GI

Produced and Directed by WILLIAM WYLER · Screenplay by JOSEPH HAYES · Adapted from th

"Not since 'The Petrified Forest' does Bogart show the ferocity he spreads on the screen in 'The Desperate Hours'." —*NEW YORK TIMES*

"Bogart scores in the type of role that first zoomed him to stardom." —*N. Y. JOURNAL-AMERICAN*

"Bogart is chillingly evil...in one of most nerve-wracking thrillers ever written."
—*LOS ANGELES HERALD & EXPRESS*

"Bogart ruthless as a serpent . . . in a memorable picture."
—*BOSTON RECORD*

"Suspense never lets up!"
—*HEDDA HOPPER*

"Sure to be up for Academy Award."
—*LOUELLA PARSONS*

"The thriller-diller of the year."
—*TIME MAGAZINE*

"Super's the word for such thrill-chills. Super-super-super."
—*LOS ANGELES EXAMINER*

"Fierce, exciting entertainment."
—*BOSTON HERALD*

"Year's top suspense thriller."
—*HOLLYWOOD CITIZEN NEWS*

"Click pic all the way."
—*VARIETY*

"A money picture."
—*HOLLYWOOD REPORTER*

"Tremendous 'want to see' potential in top grossing film."
—*BOXOFFICE*

"Sensational piece of entertainment."
—*FILM BULLETIN*

HOURS

OUNG · MARY MURPHY

vel and play by Joseph Hayes

VISTAVISION

MOTION PICTURE HIGH-FIDELITY

Allied Stand

(*Continued from page* 1)

"guarantees" for Allied's continued participation in COMPO, was pointed to in certain trade quarters as one sign. The "guarantees" sought by Indiana Allied, such as no COMPO programs should be inaugurated without full approval by the member organizations, were said to be in the COMPO charter and thereby easily fulfilled.

Said to Approve Coyne Move

COMPO's twin projects of the Audience Awards and a possible campaign to seek the total elimination of the Federal admissions tax are said to be mitigating agents against the strong anti-COMPO stand previously taken by some Allied leaders. It is understood that Allied leaders were advised of special COMPO counsel Robert Coyne's recent appearance before a House subcommittee on taxes, and approved of the step.

COMPO's dues drive, still continuing, remains publicly the big sore point in many Allied circles. But COMPO, by declaring all exhibitors are welcome to join the Audience Awards drive, even those who may refuse to pay dues, has avoided an open battle on that issue. In turn, many Allied units, while opposing the dues drive, have urged their members to join the Audience Awards campaign.

Allied's continued participation in the affairs of COMPO will be decided upon at the board meeting prior to the opening of the Chicago convention.

S-W Studies Ways

(*Continued from page* 1)

office is the tangent where the public meets the industry."

Harry Goldberg, national director of advertising for SW Theatres, spoke on the COMPO Audience Awards campaign and the launching of a contest which is being planned for December. Birk Binnard, director of advertising and publicity in the Philadelphia zone, presented prizes to winners of the recent Stanley Warner national drive.

Schlanger announced a contest of his own for the manager who does the best job on increased attendance

A feature of the meeting was a seminar on sound with actual equipment and discussion of the problems that arise from different aspects of sound and projection, with particular attention to the proper presentation of trailers so as to take full advantage of CinemaScope, VistaVision, and stereophonic sound.

Schlanger emphasized the importance of teamwork on the part of circuit managers.

Bagnoli Dies

HOUSTON, Oct. 20.—Variety Club member Bruno C. Bagnoli, president of the European Import Co., died in Herman Hospital where he had been ill for several weeks. Bagnoli has been vice consul for Italy in the Houston area the past four years.

TOA Opposes Telecasts of World Series

(*Continued from page* 1)

not be put on a fee television basis by theatres any more than it should be by the toll TV interests which theatres oppose.

The TOA statement contends that to do so would deprive a part of the public of the privilege of seeing the event and, therefore, would be contrary to public interest.

In addition to the repeated inclusion of the World Series games in events listed by toll TV interests as possible attractions to be offered by them in the event toll TV is authorized, it was made known recently by T.N.T. that it might open negotiations for World Series games for closed circuit theatre TV when the current million-dollar Gillette deal expires with the 1956 Series.

Might Jeopardize Theatre TV

Nathan Halpern, T.N.T. president, could not be reached for comment yesterday but it appeared plain to many in the trade that if large circuits and other important TOA members conformed to the policy of their national organization in the matter and declined to participate in a closed circuit offering of World Series telecasts to theatres, it would make the success of any such theatre telecast extremely doubtful.

The TOA statement said it is the organization's "feeling that the mere announcement of such a completed plan (to charge the public to see World Series games) will arouse a wave of indignation on the part of the public . . . watching the World Series on free television is firmly entrenched in American life.

"If the public should be deprived of this privilege," the TOA statement concluded, "it is our opinion that not only organized baseball but also any organizations connected with such a plan would be doing a serious disservice to millions of Americans."

Toll TV interests frequently have questioned the sincerity of exhibitor opposition to toll TV by pointing out that closed circuit theatre telecasts for admission fees in which many exhibitors engage are similar, if not identical. It is believed that TOA's present stand will rob the argument of some of its meaning.

WARNER BROS.' TRADE SHOWINGS OCT. 27TH

LIBERACE!!!

"SINCERELY YOURS"

PRESENTED BY WARNER BROS. IN WARNERCOLOR CO-STARRING
JOANNE DRU · DOROTHY MALONE · ALEX NICOL WITH WILLIAM DEMAREST
LORI NELSON · LURENE TUTTLE · Screen Play by IRVING WALLACE Produced by HENRY BLANKE
Music Advisor George Liberace · An INTERNATIONAL ARTISTS Ltd. Production · Directed by GORDON DOUGLAS

ALBANY
20th Century-Fox Screening Room
1052 Bway. • 8:00 P.M.
ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.
BOSTON
20th Century-Fox Screening Room
115 Bway. • 2:00 P.M.
BUFFALO
Motion Pict. Operators Hall
498 Pearl St. • 8:00 P.M.
CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.
CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.
CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.
CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.
DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 10:00 A.M.
DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.
DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. • 2:00 P.M.
INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.
JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.
KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 10:30 A.M.
LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.
MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.
MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.
MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.
NEW HAVEN
Warner Theatre Projection Room
70 College St. • 1:30 P.M.
NEW ORLEANS
20th Century-Fox Screening Room
200 S Liberty St. • 2:00 P.M.
NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M.
OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.
PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.
PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.
PORTLAND
Star Sc. Rm.
925 N. W. 19th Ave. • 2:00 P.M.
SALT LAKE CITY
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.
SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.
SEATTLE
Venetian Theatre
15th Ave. & E. Pine St. • 2 P.M.
ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.
WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 10:30 A.M.

NEW!

TWA's SUPER-G CONSTELLATIONS TO EUROPE!

THE ONLY ONE-STOP THRU-PLANE SERVICE FROM THE WEST COAST!
FINEST NON-STOP SERVICE FROM NEW YORK!

Here's good news for transatlantic air travelers! Beginning October 30, you can fly the world's newest, quietest, most luxurious long-range airliners to Europe! TWA's Super-G Constellations offer the only ONE-STOP service to Europe from the West Coast . . . the most modern, comfortable NON-STOP service to Europe from New York. For reservations, see your TWA travel agent, or call TWA, Trans World Airlines.

Fly the finest... FLY TWA
TRANS WORLD AIRLINES
U.S.A · EUROPE · AFRICA · ASIA

All
the News
That
Is News

MOTION PICTURE
DAILY

Concise
and
to the
Point

VOL. 78. NO. 79 NEW YORK, U. S. A., MONDAY, OCTOBER 24, 1955 TEN CENTS

Scores Cheap Ads

Schary Lauds Enormous Aid Code Affords

Urges Better Newspaper Coverage of Hollywood

From THE DAILY Bureau

CHICAGO, Oct. 23. – The industry's Production Code has been of "enormous aid" to Hollywood producers, Dore Schary, vice-president of M-G-M in charge of production, told a meeting of the Audit Bureau of Circulation at the Drake Hotel here on Friday.

Dore Schary

In his talk, Schary also urged newspapers to become better acquainted with the real Hollywood by sending writers there oftener

(*Continued on page 6*)

Fred Ahern to RKO In Production Post

From THE DAILY Bureau

HOLLYWOOD, Oct. 23. – Fred Ahern, for the past 20 years a top production executive, will join RKO Radio Pictures, Inc., tomorrow as production coordinator of the RKO studio here, it was announced by

(*Continued on page 6*)

RKO Officials Return From Studio Meetings

Daniel T. O'Shea, president of RKO Radio Pictures, and Thomas F. O'Neil, chairman of the board of RKO Radio, and president of General Teleradio, returned to New York from Hollywood late last week.

The RKO executives conferred with studio vice-president Charles L. Glett and other West Coast officials on company production, distribution and promotion affairs.

Blank to Urge More Foreign Films for U.S.

An attempt to influence European motion picture producers to increase the production of product commercially playable in the United States market will be made by Myron N. Blank, president of Theatre Owners of America, who left here yesterday to attend the 1955 convention of the Union Internationale de L'Exploitation Cinematographique in Rome, Oct. 26-29.

Blank, who will address a meeting of the international exhibitor group, in which the TOA board of directors recently voted to accept membership, said here that "European countries

(*Continued on page 6*)

Labor Dept. Reports Wage-Hour Progress

From THE DAILY Bureau

WASHINGTON, Oct. 23. – The Labor Department is making good progress in drawing up its recommendations for Congress on extending wage-hour law coverage next year, Labor Secretary Mitchell reported.

Mitchell would not give details as to what the recommendations would be. This year, the department urged that Congress consider extending coverage to interstate theatre chains and other interstate retail and service es-

(*Continued on page 6*)

Called by Defense in Gov't Suit

'16mm Film Business' NonExistent: Depinet

Former RKO Head Tells of Firm's Effort In the Field; Policy Independent, He Says

By WILLIAM R. WEAVER

LOS ANGELES, Oct. 23.–"There is not, and never has been, a commercial 16mm. film business in the United States, and there never will be," former RKO Radio president Ned E. Depinet testified at the weekend under cross-examination by attorney Samuel Flatow in the trial of the government's case charging five major companies with conspiracy to restrict distribution and exhibition of 16mm. prints of their 35mm. pictures.

Ned Depinet

Depinet, the first major company witness called by defense counsel, earlier had traced RKO's 16mm. policy from 1938, when the company

(*Continued on page 6*)

WarnerPoints To 'Upsurge'

The motion picture industry is undergoing a definite economic upsurge, Major Albert Warner told the Warner Brothers sales executives at the closing session of a two-day meeting at the company's home office over the weekend. And this steady climb in the industry's business barometer, Major Warner pointed out, "will continue

Albert Warner

(*Continued on page 6*)

Television Today

IN THIS ISSUE **PAGE 7**

- **Using Television to sell Television is the essence of the method employed by the NBC telesales department in offering the network's services to potential sponsors.**
- **Spotlighting the News—highlights of the week succinctly told; The Eye of the Camera—Focusing on pictorially interesting events.**
- **Names Making News in Television Today.**

Five-Day Week Set As IATSE, AMPP Reach Agreement

From THE DAILY Bureau

HOLLYWOOD, Oct. 23.–Climaxing 13 weeks of negotiations, the Association of Motion Picture Producers and the IATSE have announced an agreement on new contract terms putting the production branch of the industry on a five-day-week basis for the first time in its history.

The contract, which replaces the pact expiring next Wednesday, covers about 15,000 workers, who will henceforth receive six-day pay for five days of work. The pact runs until Jan. 30, 1959, and provides that all workers included in its coverage will receive a two-and-a-half per cent increase on Jan. 30, 1958.

Daily workers (as differentiated from weekly workers) will receive an

(*Continued on page 6*)

PERSONAL MENTION

DOUGLASS R. ORNSTEIN, United Artists general manager in Argentina, has left New York for the Coast.

•

Rudy Berger, M-G-M Southern sales manager, has arrived in New York from Washington. He will leave here tomorrow for Jacksonville and Miami.

•

Douglas Travers, RKO-Pathe vice-president in charge of production, left here for Bermuda on Saturday via B.O.A.C.

•

Harold Hecht, of Hecht-Lancaster Productions, returned to Hollywood over the weekend from New York.

•

G. **Ralph Branton**, president of Interstate Television Corp., a subsidiary of Allied Artists, arrived in New York at the weekend from the Coast.

•

Mel Rydell, of the RKO Radio foreign sales staff, is the father of a boy born to **Mrs. Rydell** at French Hospital here.

•

Joseph Bronstein, general manager of Bronstein Drive-in Enterprises, Hartford, has left there with **Mrs. Bronstein** for Tucson, Ariz.

•

Bernie Kamber, producers' representative, has arrived in Los Angeles from New York.

•

B. G. **Kranze**, United Artists general sales manager, has returned to New York from New Orleans.

•

A. L. **Bennett**, of Benton Brothers Film Express, Atlanta, is hospitalized there.

•

Jackie Loughery, TV actress, left here at the weekend for the Coast.

O. Solons Criticized For Censor Stand

COLUMBUS, O., Oct. 23.—The Ohio legislature was scored by members of the Columbus Diocesan Council of Catholic Women, meeting here, for its failure to pass a prior censorship law at the last legislative session. The criticism came at the time when Ohio's new "comic book and obscene movie" bill went into effect.

Council members said "censorship is clearly the will of the people and the legislators themselves." They charged the legislature's failure to act leaves Ohio citizens "unprotected" from "immorality, sadism and immodesty as shown in many films."

Allied Convention To Cover Subject Of Arbitration 'Fully'

From THE DAILY Bureau

CHICAGO, Oct. 23.—According to Jack Kirsch, Allied States convention general chairman, the mounting volume of requests for hotel space contains inquiries as to whether arbitration will be included in the proceedings, thus establishing the belief that independent exhibitors apparently are anxious to know how the draft of an arbitration plan recently released compares with the one rejected by Allied three years ago.

"Exhibitors attending the convention," said Kirsch, "may be sure that the subject of arbitration will be fully and clearly presented to them. Any provisions of benefit to them will be pointed out. They will be reminded of all important helpful provisions that have been omitted. And they will be warned against any provisions that are harmful or of questionable legality."

Kirsch added, "According to our general counsel, Abram F. Myers, the arbitration draft has a bearing on and seriously aggravates the evils of the pre-releasing practice which is now causing exhibitors in many areas so much concern." Kirsch continued by declaring, "to the assembled exhibitors Allied will present the facts and then say, 'you be the judge.'"

Increase Audiences, Pope Tells TV Men

By ARGEO SANTUCCI

Television Today..

VATICAN CITY, Oct. 23.—The Pope, addressing representatives of the European Broadcasting Union during an audience on Friday, urged his listeners to give consideration to any possibility of increasing the number of television viewers in the area of their operations.

"Make any effort," he told them, "to overcome whatever economic and other handicaps confront you which hinder the diffusion of such a beneficent media."

The Pope reminded his listeners of their moral responsibilities and duties and explained that television could make an effective contribution in teaching, in family unity, in international understanding and in spreading the faith.

More 'Doll' Dates

Three new pre-Christmas openings for Samuel Goldwyn's "Guys and Dolls" have been set by M-G-M, which is distributing the musical. The new dates are for the Plaza, Charlotte, N. C.; the Warner, Oklahoma City, and the Ohio in Cleveland, all on Dec. 23.

EDITORIAL

TOA Aids Cause Of Anti-Toll TV

By Sherwin Kane

THEATRE OWNERS OF AMERICA'S recently stated opposition to the projected kidnapping of the World Series from free home television by closed circuit theatre television has the virtue, at least, of consistency.

TOA, or for that matter, any exhibitor organization, theatre operating company or individual exhibitor, could ill afford to condemn subscription television for depriving the public of "free" TV events such as the World Series, while at the same time it countenanced charging an admission fee at a theatre for the same telecast events.

The public, certainly, would not be hoodwinked by such hypocrisy. Its resentment, more than likely, would take the form of retaliation not only against those theatres which charged admission for World Series' telecasts but against all theatres, indiscriminately, and against the great baseball corporations, as well.

Moreover, whatever effectiveness and validity there might be in exhibition's arguments against the authorization of toll TV would be dissipated completely should any segment of exhibition cash in on a closed circuit theatre telecast of the Series.

Whether or not TOA members with large screen TV installations in their theatres stand behind their organization on this matter, TOA has taken a forthright and sensible stand. In doing so, it has performed a valuable service for exhibition's cause in its campaign against toll TV.

L.A., Toronto, Pitt. Lead U.A. Drive

United Artists' Los Angeles, Toronto and Pittsburgh branches have captured the three first-place prizes in the second lap of the Max E. Youngstein "Coats Off" drive, William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager, announced.

Runner-up to Los Angeles in the first group is the Boston exchange, with Dallas taking third money. In the second group, Cincinnati and Charlotte finished second and third respectively. The Calgary branch took second place in the third group, while Minneapolis placed third.

Blank, Levy Slated For Missouri-Illinois Meeting in St. Louis

Special to THE DAILY

ST. LOUIS, Oct. 23. — Lester R Kropp, president of the Missouri-Illinois Theatre Owners, announced that Myron Blank of Des Moines newly-elected president of Theatre Owners of America, and Herman Levy, New Haven, general counse for TOA, will speak at the annua meeting of the MITO in St. Louis on Nov. 21 and 22.

Ticket applications are being mailed this week, with a drawing for the best banquet seats to take place on Nov. 8. Officers, board members and chairmen of the convention committees met last week to discuss plans for the forthcoming convention and to hear reports on the nationa TOA convention.

Show New Portable TV Screen Today

The new portable large-screen Trad television will be shown to exhibitors in the New York area in the main ballroom of the Park-Sheraton Hotel here, today, from 2:00 to 5:00 P.M., under the auspicious of Joe Hornstein, Inc., distributors in this area. Motiograph, Inc. distributes nationally.

The new projection TV set was shown for the first time at Walter Reade's Mayfair Theatre, Asbury Park, for the Marciano-Moore heavyweight championship fight, and later was demonstrated at the TOA convention in California. TOA members bought 22 Trad TV's during the show, it was said.

The new Trad TV will also be a feature at the TESMA trade show in the Hotel Morrison, Chicago, Nov 6 to 9.

UA Has 3 for Nov.

"The Big Knife," "Man With the Gun" and "Killer's Kiss" will be released by United Artists in November, William J. Heineman, vice-president in charge of distribution, announced.

Only 13 Days
UNTIL THE
MOTION PICTURE
PIONEERS
DINNER

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative. Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢

PEOPLE

Dana Wynter, given star billing in er first picture for 20th Century-Fox, The View From Pompey's Head," eaves New York today for a five-city our of the Eastern and Middle Atlanic States.

□

Mrs. Claude Lumley, has been amed manager of the Dixie Theatre, Wrightsville, Ga., a unit of the Dixie Amusement Co., Swainsboro, Ga.

□

Glenn Haviland of 20th-Fox sales taff, in Portland, Ore., has returned o active duty after an absence of hree months due to a heart attack. He is president of Colosseum of Moion Picture Salesmen.

□

Preston Henn, Georgia and North Carolina exhibitor, is the new owner of the Blair Theatre, Blairsville, Ga.

□

Melvin Frank, writer-producer, has returned to Hollywood from New York.

□

Sam Briskin, producer, has reurned to the Coast from New York.

'Villa' to Open in 10 L. A. Area Theatres

Edmund Grainger's "The Treasure of Pancho Villa" will open simultaneously in 10 theatres throughout the Los Angeles area Wednesday, it has been announced by Walter Branson, RKO's world-wide sales manager.

The theatres participating in the multiple run of the RKO Superscope-Technicolor release are: the Paramount, Los Angeles; New Fox, Hollywood; Floral Drive-In, Belvedere Gardens; Compton Drive-In, Huntington Park; Vermont Drive-In, Inglewood; Victory Drive-In, North Hollywood; Reseda Drive-In, Reseda; Vineland Drive-In, Puente; San Gabriel Drive-In, San Gabriel, and Studio Drive-In, Westwood.

One in 'C,' 2 in 'B' As Legion Scans 9

"The Desperate Women" has been placed in Class C by the National Legion of Decency, which at the same time rated two other films—"A Lawless Street" and "Queen Bee"—as Class B.

The remaining six, of the nine pictures reviewed, were placed in Class A. In Section 2 of this category are "All that Heaven Allows," "Helen of Troy," "Return of Don Camillo" and "Treasure of Pancho Villa."

"Lucy Gallant" and "Headline Hunters" were rated Class A, Section 1.

Bermuda Is Hit by Censorship Hassle

Special to THE DAILY

HAMILTON, Bermuda, Oct. 23.—Revenue to Bermuda theatres has been seriously affected by censorship of motion pictures by the Film Control Authority of the Bermuda Board of Education which was set up last Sept. 27 by the legislature.

The agency has the power to permit the unrestricted exhibition of a film, restrict its exhibition to adults only, or prohibit its exhibition entirely. The legislation defines an adult as a person over the age of 17.

The theatre receipts started to fall off when the agency began administering the censorship resulting in scores of protests from teenagers who claim that only about half of the films exhibited here since the censorship was introduced have been for unrestricted exhibition.

The indignant teenagers claim that this deprives them of the opportunity of going to the theatre. Complaints have been also registered in the Colonial Parliament by the advocates of voluntary censorship who think that the censorship legislation, now in force, should be abolished.

237 Key Dates Set For 'Man With Gun'

United Artists has set 237 key bookings covering every exchange territory for Samuel Goldwyn, Jr.'s "Man With the Gun," it was announced by B. G. Kranze, general sales manager for UA.

The bookings will kick off following the world premiere of Goldwyn, Jr.'s first motion picture production at the Loew's State Theatre in New Orleans next Thursday.

Kings Buy 'Adam'

HOLLYWOOD, Oct. 23. — "Mr. Adam," the story of a shy man who suddenly finds he is the only man in the world who can be a father, has been purchased by King Brothers and will be put into production early in December for distribution by RKO. "Mr. Adam," a "best-seller" by Pat Frank, published by the J. B. Lippincott Co., is reported to have sold over 1,000,000 copies. The King brothers are currently talking with Alec Guinness to enact the key role.

Danny Kaye to Tour

Danny Kaye, who has just spent a month touring western Europe on behalf of the United Nations Childrens Fund, will spend the month of November on a personal appearance theatre tour and related activities on behalf of his next film for Paramount, "The Court Jester."

Mrs. Boasberg Dies

BUFFALO, Oct. 23.—Funeral services were being arranged at the weekend for Mrs. Celia Boasberg, mother of Charles Boasberg, special assistant to George Weltner, Paramount's world-wide sales head. Mrs. Boasberg died here suddenly Friday morning.

Tri-State Convention In Memphis Today; Elections Tomorrow

Special to THE DAILY

MEMPHIS, Oct. 23. — Exhibitors from all parts of Tennessee, Arkansas and Mississippi were here tonight awaiting the gong which will open a two-day annual convention at Hotel Gayoso tomorrow of the Tri-State Theatre Owners.

Nathan Flexer, Waverly, Tenn., president of Tri-State, is on hand to welcome delegates, present speakers, and preside over business forums.

A moonlight boat ride—with a chuck wagon supper served aboard—will be tomorrow night's entertainment feature. A fashion show at Tuesday's luncheon has been arranged for the ladies.

Speakers include: Warren Foster, Atlanta, public relations; Dick Stern, Bijou Amusements Co., Nashville; George Kerosotes, Springfield, Ill., representing the TOA president, and Alex Harrison, Western and Southern division manager of 20th-Fox. Distributors will have many of their head men as guests at the convention.

Business sessions are scheduled for tomorrow and Tuesday mornings. Tuesday afternoon the convention will recess for delegates to inspect Universal-International's new Memphis film exchange. Election of officers is scheduled for tomorrow.

Fox Midwest Shifts Illinois Managers

ST. LOUIS, Oct. 23. — Personnel changes at the management level of the Fox Midwest Theatres include: Leon Koch, manager, Grand Theatre, DuQuoin, Ill., promoted to manager of the Capitol Theatre, Benton, Ill.; Harold Symthe, assistant manager of the Lincoln Theatre, and manager of the Illinois, Belleville, Ill., succeeds Koch at DuQuoin; Dale Thornhill, manager of the Capitol, Benton, transferred to the Illinois Theatre, Centralia, Ill., succeeding manager Pete Pekarek, who has been transferred to the Illinois, at Jacksonville, replacing W. W. Hilsabeck, who resigned. Carl Lowery succeeds Clyde Patton as manager for the Globe at Christopher, Ill. Latter has been transferred to the Kansas territory.

Arch Hosier Is Dead

ST. LOUIS, Oct. 23. — Arch H. Hosier, owner and general manager, St. Louis Theatre Supply Co., died in his sleep at his home in Edwardsville, Ill. A native of Virginia, he was for many years a technician for Western Electric, ERPI, and Altec, before entering the motion picture theatre supply business in 1946.

New Drive-in Ready

HARTFORD, Oct. 23. — Perakos Theatre Associates will open its deluxe first-run, the Hi-Way Theatre, Bridgeport on Wednesday, following cleanup of flood waters.

TENT TALK

Variety Club News

ALBANY.—The Variety Club, at a meeting where the report of 55 new members was received, elected the following crew: Harold Gabrilove, Jack Goldberg, Lewis A. Sumberg, Norman Weitman, Irwin Ullman, Jack Hamilton, Sylvan Leff, Aaron Winig, Charles Stevens and George Greene.

Former chief barker Jules Perlmutter and Norman Jackter were chosen delegates to the Variety International Clubs' convention; Sidney Urbach and George Greene, alternates.

△

HOUSTON.—New Officers of the Houston Variety Club, Tent No. 34, are Paul Boesch, chief barker; Augie Schmitt, first assistant; Dick Gottlieb, second assistant; Mike Conti, dough guy, and John Paul Goodwin, property master. Board of directors consists of Kenny Bagwell, Paul Boesch, Mike Conti, John Paul Goodwin, Tom Johnson, Jerry Kirby, Augie Schmitt, Sid Balkin, Addie Marks and James Hill. Retiring chief barker Mack Howard, with Bruce Layer and Paul Boesch, were named delegates. Fred Nahas is alternate. Rex Van is manager of the club.

△

MILWAUKEE.—Over 200 persons, including friends in exhibition, distribution and many others in the industry, attended a testimonial dinner in honor of Jack Frackman, branch manager for Republic here for over 20 years. The big affair, held by Wisconsin Variety, Tent No. 14, in the Schroeder Hotel, was for Jack's 35 years in distribution here in Wisconsin. Toastmaster at the dinner was Russell Leddy of Green Bay.

△

PHILADELPHIA.—Lewis Goffman, chief barker, announced that the proceeds from the recent benefit held at the 1956 Ice Capades will go to Tent No. 13's Summer Camp For Handicapped Children. Peter Tyrell, manager of the Arena, has helped make this annual benefit affair possible.

Gualino Arriving for IFE Conferences

Dr. Renato Gualino, president of I.F.E. Releasing Corp. and his wife, Fulvia, is due in New York today from Italy aboard the Italian liner "Andrea Doria."

Doctor Gualino will stay in New York for two weeks conferring with other top executives of I.F.E. In early November, Gualino, who is also president of the International Federation of Motion Picture Producers, will go to Washington to attend meetings of that organization.

20th

The Book-of-the-Month Best-Seller Becomes Your Holiday-Happiness Hit!

JENNIFER JONES
in
Good Morning, Miss Dove
co-starring
ROBERT STACK
COLOR by DE LUXE
CINEMASCOPE
Produced by SAMUEL G. ENGEL
Directed by HENRY KOSTER
Screen Play by ELEANORE GRIFFIN
From the Best-Selling Novel
by FRANCES GRAY PATTON

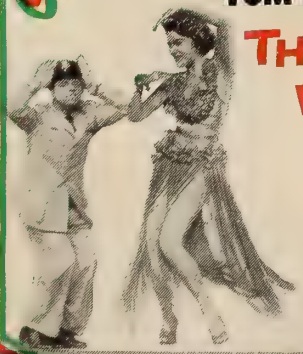
Vivien Leigh's first role since her Academy-Award winning "Streetcar Named Desire"!

Alexander Korda presents a LONDON FILM
VIVIEN LEIGH • KENNETH MORE
in an Anatole Litvak production
THE DEEP BLUE SEA
by Terence Rattigan

co-starring
ERIC PORTMAN • EMLYN WILLIAMS
COLOR by DE LUXE
CINEMASCOPE
Produced and Directed by ANATOLE LITVAK
Screenplay by TERENCE RATTIGAN

to the

The Stars of "The Seven Year Itch" and "How To Be Very, Very Popular" in the Comedy of the Year!



TOM EWELL • SHEREE NORTH
in
THE LIEUTENANT WORE SKIRTS
co-starring
RITA MORENO
COLOR by DE LUXE
CINEMASCOPE
Produced by BUDDY ADLER
Directed and Screenplay by
FRANK TASHLIN

• • •

oxoffice gifts

Your Christmas Attraction...
20th's Mightiest Dramatic Triumph!

The Rains of Ranchipur

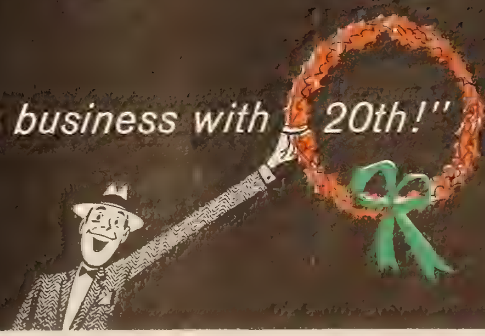
starring
LANA TURNER · RICHARD BURTON · FRED MacMURRAY
JOAN CAULFIELD · MICHAEL RENNIE · EUGENIE LEONTOVICH

COLOR by DE LUXE
CINEMASCOPE®
Produced by FRANK ROSS
Directed by JEAN NEGULESCO Screenplay by MERLE MILLER

industry

December !

"It's a pleasure to do business with 20th!"



Depinet

(*Continued from page* 1)

licensed Walter O. Gutlohn to handle 16mm. films separately from the company, through 1945, when the company terminated that arrangement and brought the 16mm. activities back into its own exchange operations, and down to his resignation from the RKO presidency on Oct. 2, 1952.

No Agreement in Concert

Never in RKO history, Depinet declared, had the company's 16mm. policy been determined in concert or agreement with any other company. "We have always made our own policy," he said, "and I doubt that any other company's 16mm. policy is or has been the same as ours."

Far from seeking to discourage or minimize the 16mm. field, the witness said, RKO tried long and vigorously to build up non-theatrical distribution revenue, but never succeeded in getting it to amount to as much as one per cent of the company's income.

Asked whether the Motion Picture Association board, of which he was a member, had ever met to discuss formulating common policy with respect to 16mm., he said it never had. He went on to explain that this did not mean that the MPAA board had not discussed television, and described its exploration of television as a possible tool of theatres, mentioning Eidophor in this connection, and MPAA's investigation of the possibility of getting channels allocated to the film industry.

No COMPO Pact, He Says

Asked whether COMPO, at its Beverly Hills meeting in 1952, or any other, had discussed and agreed upon a joint policy toward 16mm., Depinet said it had not.

Asked whether any exhibitors or exhibitor organizations had ever requested an expression of RKO policy with respect to 16mm., the witness said "frequently," and "I always told them what it was." He expanded on this reply, making it clear that, while RKO wished to develop 16mm. revenue from proper sources—schools, government agencies and other non-theatrical fields—"we did not want to set up unfair competition against eighteen to twenty thousand theatres which are the life-blood of our business."

Later on Flatow pressed the witness to say that RKO had withheld 16mm. from properly-equipped 16mm. theatres lest they detract from the 35mm. theatre box office, but Depinet, after asserting no such 16mm. theatres exist, said, "if there had been any such theatres, and they had been ready to pay us more than 35mm. theatres, undoubtedly we would have sold them our product."

Discusses Reissues

Questioned on RKO's reissue policy, Depinet said nobody can tell accurately which pictures can be reissued successfully, and which cannot.

RKO did not sell any pictures to television during his presidency, Depinet said, but had furnished a one-reeler on "Gunga Din" that was televised during the New York World's Fair. On the contrary, he said, he had been approached by Jules Levy, between 1948 and 1952, with a proposition to sell him 50 ordinary features from the RKO backlog, for television, at a figure between a half million and a million dollars. He said this deal broke down when it turned out that Levy would not accept the 50 he would have sold him, but was interested only in topmost product.

Sid Kramer Also Heard

Sid Kramer, who had direct charge of the RKO 16mm. department during the period covered by the Government complaint, followed Depinet on the stand.

Schary Lauds Code's 'Aid'

(*Continued from page* 1)

to cover the serious, rather than solely the glamorous side of the community. And, he added, get people who love their work and love pictures to write about Hollywood.

"Just as we have learned that our audience has matured and is maturing," Schary said, "so you can learn that literate and accurate reporting by people who know and like us can be of profit to you."

Feels Code Is No Burden

Schary said Hollywood producers are often asked "whether the Production Code places an unbearable burden upon us."

Supplying his answer, he said: "I don't think it does. I think it has been of enormous aid, and actually has provided great relief. Many years ago the industry, undisciplined and heady with success, ran into trouble and found itself face to face with the uncomfortable realities that were presented because of the production of some indecent films.

"Under attack, the heads of our industry did a wise and bold thing. They organized their own code—a production standard that has stood them in good stead. The freedom of our American institutions cannot rule out bad taste or bad talent, but the Code has functioned well in controlling the undisciplined and irresponsible picture maker. More than that, it has not prevented us from making motion pictures of content and challenge."

The M-G-M production head also expressed his distaste for some of the exaggerated publicity and advertising formulas still employed by the industry.

"Some of our films," he said, "still pursue the customer who cannot be baited except by the promise of something violent or sexy. I have no way of knowing how large an audience that would be, and while some bad pictures undoubtedly have been hypoed by cheap and vulgar advertising, it is also true that some good ones have been hurt by this type of opportunistic exploitation."

Defends 'Blackboard Jungle'

He defended M-G-M's "Blackboard Jungle," reminding his audience that juvenile delinquency is neither new nor peculiar to the United States. He said the picture "certainly didn't increase delinquency and, centering attention on the problem, helped stir "even our severest critics into doing something about it."

Schary left here for New York where he will spend a week conferring with home office executives and seeing new plays before returning to Hollywood.

Blank to Urge

(*Continued from page* 1)

have a tremendous amount of talent and ability to make fine pictures."

The Des Moines exhibitor also said that "TOA desires that their product be slanted towards the American market to help ease the product shortage."

An invitation to "take part and join" the UIEC was tendered to TOA by Italo Gemini, president of the global theatre association. Gemini, who attended the TOA convention in Los Angeles as the UIEC delegate, also extended an invitation to Allied States Association to send a delegate to the Rome conclave and to affiliate with UIEC also. Allied, however, is not sending a representative to Rome.

Ahern to RKO

(*Continued from page* 1)

Charles L. Glett, executive vice-president of RKO.

Ahern, who resigned last week from his executive post at CBS-TV where he has been director of West Coast television operations since 1951, will report directly to Glett and will act as liaison between the back lot and Glett's office in all production matters.

Ahern's joining RKO is the first in a series of contemplated moves to increase the production staff of RKO in anticipation of the 1956 production schedule now being prepared.

Ahern also has functioned in Europe as production manager for Alfred Hitchcock for three years and for two years for Alexander Korda. For seven years he was assistant production manager for David O. Selznick.

Labor Dep't Reports

(*Continued from page* 1)

tablishments. Congress decided to do nothing about coverage, but instead voted to boost the minimum wage from 75 cents to $1. Mitchell said the new $1 minimum complicated the question of extending coverage, since firms would have to come under the law at a much higher rate than previously. There has been some sentiment for bringing new firms in with a lower rate and then gradually stepping them up to the minimum.

A Senate Labor Subcommittee headed by Sen. Douglas (D., Ill.) is studying the question, with an eye to hearings early next year.

Maj. Warner

(*Continued from page* 1)

indefinitely as long as our company, and other companies, adhere to the policy of producing and distributing top quality pictures."

Sees 'Excellence' Most Vital

"Today," the major asserted, "more than any other period in the history of this business, it is the excellence of the product that counts. In a sense, we ourselves are responsible for creating a more demanding and discriminating consumer public for our pictures. By constant research and experimentation, we have made tremendous improvements in methods of filming and projecting motion pictures. When I think back over the decades of my association with this industry, I can tell you proudly that this business can match any other great industry when it comes to progress and the forward look."

Warner said he was "going out on a limb to make a few predictions," stating that "never in our 50 years of association with motion pictures have I felt as optimistic and as encouraged by what I see happening under my brother Jack's direction at our studio. Wasn't it just a few short years ago that some pessimists foresaw only dire things for this business? Well, maybe the prophets of gloom weren't around in 1926 when other pessimists said that talking pictures would upset the economic applecart. Maybe they weren't around during the Thirties when this industry, and other major American industries, defied the signs of the times and came out of that period with renewed strength."

Optimistic Regarding Future

"Right now," Warner stated, "I believe we are on the threshold of our greatest era. Our industry has successfully met every competitive threat thrown in our path. We have effected vast and brilliant improvements in motion picture engineering. And we have met the greatest challenge of all by bringing to our studio the kind of superlative talent that can only result in a flow of the best and most successful pictures this company has ever made."

Five-Day Week

(*Continued from page* 1)

additional 25 cents per hour effective next Wednesday.

The contract also provides that employer payments into the pension fund be increased by one cent hourly next Wednesday, and that producers add four cents hourly beginning on Nov. 28, with employees increasing their payments into fund by two cents at that time.

The contract stipulates that any employee working 12 years for one employer be entitled to three weeks vacation annually with pay.

The general terms of the contract go into effect on Wednesday, with the five-day week becoming effective on Jan. 30 of next year.

The complex categorical wage scales will be detailed in subsequent editions of MOTION PICTURE DAILY.

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

What's On

▶ Broadcast Information Bureau's latest bulletin on the theatrical films available to television has some trends to report: no slowing down on the number of times TV rights to film properties change hands; a roadblock for new releases in the restrictions imposed by the American Federation of Musicians, and a general slowing down in the number of theatrical features made available to TV in the last two months. For the record there are currently available 4,649 titles, including 1,287 westerns.

Taking Stands

▶ Although any decision by the Federal Communications Commission on the issue of toll television is many months away, the subject, like yeasty bread, continues to rise. Last week two totally unrelated organizations issued statements of policy that must inevitably have a bearing on the matter. Thursday, the American Federation of Radio and Television Artists became the first talent union to declare itself on the issue, and declared itself flatly against the proposed medium because "it will reduce employment opportunities of our members, will adversely affect the entire entertainment industry and is not in the public interest." A more oblique attack was forthcoming from the Theatre Owners of America, already in the forefront of the anti-toll TV forces. The TOA went on the record as opposing the transference from free TV to theatre TV of such outstanding sports events as the World Series. Although many TOA members have theatre TV installations, the new policy is not too difficult to comprehend. It serves to undercut toll TV proponents' charges that exhibitors want to grab the best of free TV sports entertainment for their theatre screens.

COLOR ALERT

PRINCETON, N. J.: **E. C. Anderson, executive vice-president of the RCA Commercial Department, sounded the "color" alert here last week at a symposium of engineers representing most of the nation's television set manufacturers. Speaking of the vast increase in color programming, Mr. Anderson said: "All of this adds up to a concerted drive for the introduction of color on a nationwide basis. The result is certainly going to be a lively and swiftly growing public demand for color sets—a demand that everyone in the industry will be called upon to meet."**

Nielsens Back

▶ The leaves have turned and it's aspirin time again. The Nielsen people are out with a survey report covering the two-week period ended September 24. Here's the way they ran in the top 10 evening ratings: The $64,000 Question, Ford Star Jubilee, Toast of the Town, Martha Raye Show, Disneyland, Dean Martin-Jerry Lewis Variety Hour, Robert Montgomery Presents, Producers Showcase ("Our Town"), Climax and The Perry Como Show.

Big City Giveaway

▶ There's a television "giveaway" ruckus brewing in New York that could outdo any conceived by Louis G. Cowan and might have political implications only slightly less important than those in the tidelands oil controversy. It was announced Friday that Mayor Robert Wagner has given independent TV film producer Theodore Granik *carte blanche* to go through the files of all departments to get material for a semi-documentary film series—for free. Although the Mayor stressed that Mr. Granik would not have exclusive rights, other producers—who had sought such permission—pointed out the city thus was giving away "a goldmine" in rights, a statement backed by former Police Commissioner Francis W. H. Adams. Spice was added by the fact that Mr. Granik is "a long-time personal friend and former law associate" of the Mayor.

Under the Antlers

▶ The second annual western regional conference of the National Community Television Association will be underway at the Antlers Hotel in Colorado Springs tomorrow and Wednesday. The 100 or so representatives will discuss such time-honored subjects as public relations, advertising and business practices, as well as such specialized topics as use of micro-wave facilities, radiation control and unauthorized boosters.

Pulse's Man

▶ Robert E. Kintner, president of the American Broadcasting Company, Wednesday will be toasted as the Man of the Year at the 14th annual luncheon of The Pulse, audience measurement research organization, at the Plaza in New York. Mr. Kintner will be cited for his part in bringing Disneyland and the Mickey Mouse Club to ABC and for having "welded programming and sales development to deliver vast audiences for the many distinguished programs featured by ABC."

"Annie" Comes to TV

▶ Norman Reilly Raine's famous "Tugboat Annie" series, first published by *The Saturday Evening Post* and later made into a classic motion picture starring Marie Dressler and Wallace Beery, will finally make the transition to television, as a series. Edward Small, who bought the rights to the stories last year and who also is board chairman of Television Programs of America, announced last week that arrangements have been completed with Chertok TV for production of the series, to be made at General Service Studio and personally supervised by Jack Chertok. No stars have yet been named.

Whither Radio

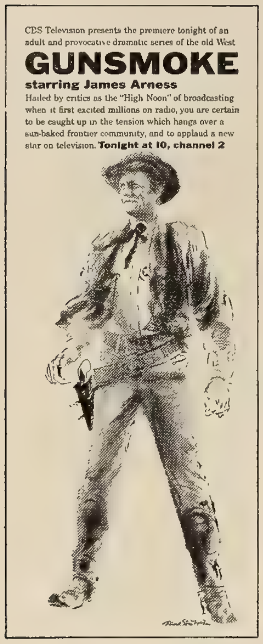
▶ Exactly what has television done to radio? In a speech last week in New York before the eastern annual conference of the American Association of Advertising Agencies, Robert W. Sarnoff, NBC's executive vice-president, told some of the story. Admittedly pushing "Monitor" and the forthcoming "Weekday," new NBC radio concepts, Mr. Sarnoff said that since television "inherited the position of big attraction draw, radio is used to fill in during the many hours of the day when it is inaccessible or inconvenient, or too demanding. More and more, the audience relies on radio as a service—for companionship, reference, quick access to news, and for relaxed entertainment.

In Our View

THERE are a couple of cogent reasons why the sales message from CBS Television, to be found on the following pages, is of unusual significance. It illustrates the manner in which television, notably the top companies, make their advertising visually effective and stimulating. The advertisement under discussion does in the trade field, in an ad addressed to the business, what major television network advertising has done and is doing so effectively in the audience, or consumer, field.

"Television Today" brought the spotlight of its editorial attention to that subject in the issue of September 26 last, when, in a full page story illustrated with outstanding examples of the TV networks' approach, was cited the "new look" both in art work and in point of view. The point was made that the function of the television ad is to give people the news. Thus a bold, forthright and striking technique does just that, expertly.

And, too, CBS Television makes its case for utilization of the network's facilities by the potential sponsor simply, clearly, unencumbered by excessive verbiage and the kind of exaggerated claim and statement which loses force, if for no other reason than by inundating its needle of message in a haystack of words. It is a basic conception which may well and profitably carry over in many directions.



CBS Television presents the premiere tonight of an adult and provocative dramatic series of the old West

GUNSMOKE

starring James Arness

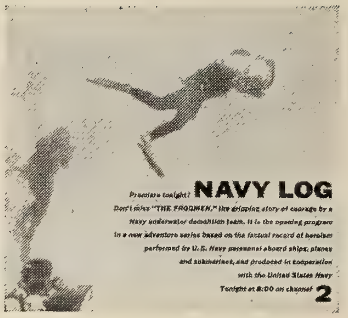
Hailed by critics as the "High Noon" of broadcasting when it first excited millions on radio, you are certain to be caught up in the tension which hangs over a sun-baked frontier community, and to applaud a new star on television. **Tonight at 10, channel 2**

"CBS would appear to have a winner"
JACK GOULD, NEW YORK TIMES

"Got off to a fine start"
N.Y. JOURNAL AMERICAN

"Top notch quality . . . superb photography, realism and pacing . . ."
ST. LOUIS GLOBE DEMOCRAT

"Will outdraw its Western competition"
N.Y. DAILY NEWS



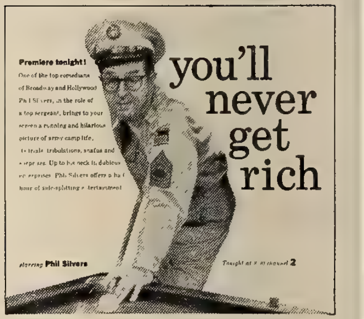
Premiere tonight! **NAVY LOG**

Don't miss "THE FROGMEN," the gripping story of courage by a Navy underwater demolition team. It is the opening program in a new adventure series based on the factual record of heroism performed by U.S. Navy personnel aboard ships, planes and submarines, and produced in cooperation with the United States Navy

Tonight at 8:00 on channel **2**

"The best (of the new candidates) . . ." TIME MAGAZINE

"Loaded with suspense, full of realism, authentic . . ." N.Y. HERALD TRIBUNE



Premiere tonight!

One of the top comedians of Broadway and Hollywood Phil Silvers, in the role of a top sergeant, brings to your screen a running and hilarious picture of army camp life, its trials, tribulations, snafus and surprises. Up to his neck in dubious enterprises, Phil Silvers offers a half hour of side-splitting entertainment

you'll never get rich

starring **Phil Silvers**

Tonight at 8:30 channel **2**

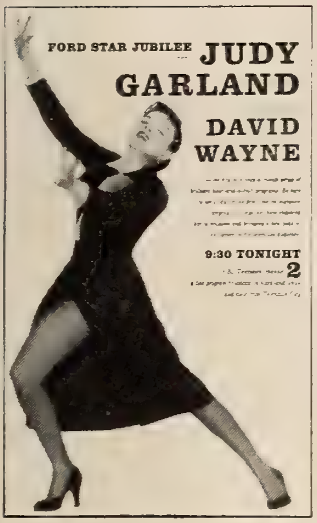
"An irresistibly funny television series"
N.Y. HERALD TRIBUNE

"A very funny and well done show . . . Silvers is a great comedian" NEW YORK POST

"Packed with humor . . . (Silvers) is superb"
NEW YORK TIMES

"We haven't laughed so much in years . . . Silvers . . . will be the comedy standout of the 1955 season"
N.Y. DAILY NEWS

"Perfectly wonderful"
HARRIET VAN HORNE, N.Y. WORLD-TELEGRAM



FORD STAR JUBILEE JUDY GARLAND

DAVID WAYNE

9:30 TONIGHT

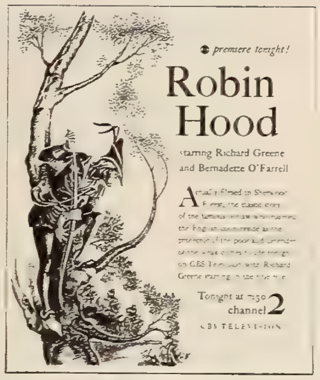
2

"Triumphant production"
NEW YORK TIMES

"There's never been
anything like the one
woman show staged
by Judy Garland...
over CBS... pure magic.
CBS had the best
spectacular to date"
HARRIET VAN HORNE, N.Y.WORLD-TELEGRAM

"Will go down as
another triumph... an
hour-and-a-half of
excellent televiewing"
RADIO DAILY

"She proved herself
as great a performer on
television as in the
movies and on the stage"
BEN GROSS, N.Y. DAILY NEWS



premiere tonight!

Robin Hood

starring Richard Greene
and Bernadette O'Farrell

channel 2

CBS TELEVISION

"Rousing entertainment
... first rate..." NEW YORK TIMES

"The answer to those
who have been crying
for entertaining
quality shows for
youngsters... of
interest to old and
young alike" N.Y. DAILY NEWS

AS ADVERTISED

The excitement of the critics over the new CBS Television programs was matched by the enthusiasm of the audience. (More people, for example, watched the first "Ford Star Jubilee" than any other 90-minute program on any network in television history. And it was identified with a *single* sponsor!)

To advertisers the real significance of this achievement is that with each program the performance was equal to the promise.
For the past four years they have known that CBS Television has delivered more of the most popular programs at a lower cost per thousand than any other television network. Now they can count on CBS Television to enhance its value even further during the coming season.

This confidence is perhaps the underlying reason why American business continues to invest more on CBS Television than on any other single advertising medium in the world.

CBS TELEVISION

Passing in Review

PREMIERES OF NEW SHOWS slowed down to a mere trickle last week. Newcomers included the TV Reader's Digest on ABC-TV Monday night, which offered the saga of a child pioneer who did it himself with the aid of Kit Carson, as well as Bishop Fulton J. Sheen, who started off his new season on ABC-TV (October 13) with a thoughtful and earnest analysis of the new look in Russian diplomacy. The poll people were giving heart to CBS executives with the news that Phil Silvers' "You'll Never Get Rich" was climbing steadily in public popularity and slowly but surely meeting his Tuesday night NBC-TV competition (last week, Milton Berle). Jose Ferrer and Claire Bloom took the week's acting honors in NBC-TV's "Cyrano" Monday night. The week also offered a couple of interesting, if unheralded, performances, specifically those of Gale Storm, usually the ubiquitous Margie, as the tormented wife and mother in "Tomorrow Is Forever" for NBC-TV's Robert Montgomery Show Monday night, and of Ed Andrews as the slightly prissy Mr. Big in CBS-TV's Studio One "A Most Contagious Game," also Monday night.

WIDE WIDE WORLD. NBC-TV, 1½ Hours, Sunday, October 16, 1955, 4 P.M., EDT. Live. For General Motors.

NBC's credit listings use the phrase, "panoramic Spectacular" in describing the format of this new and highly ambitious undertaking by the ever-alert and ever-ambitious NBC organization. Of a Sunday afternoon in Autumn, the NBC mobile crews, inclusive of no less than 75 cameras, roam the United States, in effect, bringing into the living room a touch of this and that going on at the moment.

The gently ingratiating tones of Dave Garroway, the narrator, explained that this was in a sense to be divided into three "acts," and that the first was in the nature of "American harvest." A flight over the Mississippi, fishing boats in port at Gloucester, Mass.; students at Princeton, an open hearth furnace in a Cleveland steel mill, was the "harvest."

Then, flittingly and fleetingly, to Dallas and the Texas State Fair; Lake Mead, Nevada and Donald Campbell's motorboat record attempt (Ted Husing, narrator on the spot); underwater ballet in Florida; back to Lake Mead; A-C Spark Plugs; the Grand Canyon; Rockefeller Center (A.P. news room), NBC Monitor New York to London, etc.; an "Alice" TV rehearsal; the Music Hall Rockettes; back to the Grand Canyon. There were moments, especially in the Grand Canyon, when the lack of color was a big lack, when too much was covered in too little time, but it is all interesting, with an astonishing feeling of here and now. Barry Wood and Herbert Sussan were producers, Dick Schneider directed, and David Broekman's musical score was unusual and brilliantly effective.

MILTON BERLE SHOW, "State of Confusion," NBC-TV, 1 Hour, 8 P.M., EDT, Tuesday, October 18, 1955. Live, compatible color, from Hollywood. For RCA, Sunbeam, Whirlpool.

Somebody slipped. Milton Berle's laudable, if misdirected, attempts to be different resulted in this strange satirical farce called, aptly, "State of Confusion." Just where the mistake was made is hard to say. Gore Vidal, whose original work this was, had something of an idea concerning a pair of good-natured, small time crooks, Berle and Ann Sothern, who parlay themselves into the governorship of a racket-ridden, musical comedy type of state in the south. The end product, however, was aimless farce, satirizing nothing that is recognizable as being of this world, and looking like a blackout skit on which someone forgot to pull the lights. There were, at odd places, amusing bits of business and lines—showing that an intelligence had been at work—but they were random.

ETHEL AND ALBERT. ABC-TV, ½ Hour. Friday, October 14, 1955. 10 P.M., EDT. Film. For Ralston Purina Company.

Peg Lynch and Alan Bunce resume their popular and successful domestic problem, tongue-in-cheek series, created and written by Miss Lynch. The human quality of the performances, the lively pace of the episode and the natural feeling it engenders, make for TV entertainment of high caliber in its field. When Ethel and Albert plan a surprise for his folks' anniversary, and the latter will have none of it, it's engaging comedy.

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wish to
thank the
producers
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and services
of Langlois
Filmusic, Inc.
for over
6,000 film
productions
during
the past
year.

A partial listing of these producers and distributors of TV and Industrial film, together with some of the TV program titles, follows:

Adventures of Rin Tin Tin
Beyond The Yukon
Bill Corum Sports Show
Brother Mark
Captain Midnight
Celebrity Playhouse
Cisco Kid
Commando Cody
Crunch and Dez
Damon Runyon Theatre
Father Knows Best
Favorite Story
Follow That Man
Ford Theatre
Gangbusters
Goldbergs, The
Greatest Drama
Halls of Ivy
Holiday
Hunter, The
Industry On Parade
I Search For Adventure
I Spy
Janet Dean, R.N.
Joe and Mabel
Jungle Jim
Mr. & Mrs. North
Norby
Passerby, The
Royal Theatre
So This Is Hollywood
Texas In Review
Topper
Top Secret
Tropic Hazard
Uncommon Valor
Wanted
Batten, Barton, Durstine, Osborn, Inc.
The Biow Company, Inc.
Calvin Company, The
Capital Film Laboratories, Inc.
Columbia Broadcasting System
Elliot, Unger and Elliot, Inc.
Jerry Fairbanks Productions
Fox Movietone News
Fuller, Smith and Ross, Inc.
General Teleradio
Geyer Advertising Agency, Inc.
Grant Advertising, Inc.
Grey Advertising Agency, Inc.
Guild Films Company
Kenyon and Eckhardt, Inc.
M.C.A.—T.V.
McCann-Erickson, Inc.
National Broadcasting Company
National Telefilm Assoc., Inc.
RCA International Division
RKO Pathe, Inc.
Ruthrauff and Ryan, Inc.
Screen Gems, Inc.
Television Programs of America, Inc.
J. Walter Thompson Company
U.M. & M., Inc.
Wilding Picture Production, Inc.
Young & Rubicam, Inc.
Ziv Television Programs, Inc.

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The Show-Makers

*Ill since April, **Loretta Young** returns to NBC's "The Loretta Young Show" the evening of December 25. The episode will be "Christmas Stopover."*

◆

***Thomas L. Thomas**, baritone, will be guest on "The Voice of Firestone" October 31, over ABC.*

◆

*ABC's Famous Film Festival October 30 will have "Notorious Gentleman," starring **Rex Harrison** and **Lili Palmer**.*

◆

***Rodney Taylor**, an Australian actor, will be featured in the Warners Brothers Presents "Cheyenne" November 1 on ABC. He will be "Clancy."*

◆

***Jerry Colonna** presents his own brand of comedy November 1 on the Mickey Mouse Club. He will be in three skits with the Mouseketeers.*

◆

***Sir Cedric Hardwicke** will be a featured player in "TV Readers Digest" October 31 over ABC. The play is "The Archer-Shee Case."*

◆

***David Niven** is the drama critic who falls in love with the actress he criticizes in "Full Circle," on "Singer Four Star Playhouse" over CBS Thursday.*

***Frances Starr**, a player of the David Belasco era on the New York legitimate stage, will have a featured role in the November Danny Thomas Show "Make Room for Daddy," over ABC.*

◆

***Jack Benny** heads the "Shower of Stars," Chrysler sponsored affair November 3, over CBS, in color. With him will be **Frankie Laine, Marilyn Maxwell, Gary Crosby, The Sportsmen Quartet** and **Gracie Allen. Bill Lundigan** again is host.*

◆

***Kathryn Grayson** will be star in "Shadow on the Heart" on the General Electric Theatre October 30. **Ronald Reagan** is supervisor.*

◆

***Marion Winters** will be lead in "Finders Keepers" on the ABC "Star Tonight" Thursday evening.*

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WHO's WHERE

WILLIAM L. KOST has joined WABC-TV sales department as an account executive, it is announced by **ROBERT L. STONE**, general manager. Mr. Kost has been with NBC, Hadley-Reed, TPA, and most recently WRDW-TV, in Augusta, Ga.

BILL WARNER has joined the NBC Film Division as a sales representative. He will report to the western sales manager, **CLIFF OGDEN.**

ROBERT KIRSTEN has been appointed New York editor for Walt Disney's Mickey Mouse Newsreel, working on metropolitan area news events for that part of Disney's daily Mickey Mouse TV show.

MRS. JEAN BLAKE has been elected president of George Blake Enterprises, Inc., film producers, succeeding her late husband, George Blake. Other officers: **PHILIP FRANK**, vice-president in charge of sales; **RICHARD DONNER**, vice-president; **THEODORE R. LAZARUS**, secretary-treasurer.

GEORGE PAMENTAL and **WARREN M. MORTON** have joined the New York office of WOR-TV, New York, and **ROBERT BASTIAN** has joined the Chicago sales office.

ALISTAIR WREGG and **RALPH BROITMAN** have joined the sales development and research department of the American Broadcasting Company as presentation writers, to work under supervision of **DON DURGIN**, director.

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The Eye of the Camera

END OF THE MONTH, William C. Gillogly, left, will step into the now vacant post of eastern sales manager for the ABC Television Network.

THAT'S HARRY—Harry Truman, that is, a President of some fame and popularity—at the right. The former top chief sits for a bust (for the Truman Library) and interview by ABC-TV's Jock Manton, director by profession and sculptor any time. The program was "John Daly and the News" the evening of October 14.

DEAL (1). United States Rubber's Naugahyde and Koylon divisions pick up one quarter of NCAA football. At NBC's WNDU-TV, South Bend, seated are T. V. Vernasco, account executive; George H. Callum, Naugahyde sales manager; and Edward Nagle, Koylon sales manager. Standing, M. W. Miller, Naugahyde advertising and sales promotion manager; Ted Randecker, who holds the same spot at Koylon; William MacKenzie, WNDU director; William Hamilton, commercial manager.

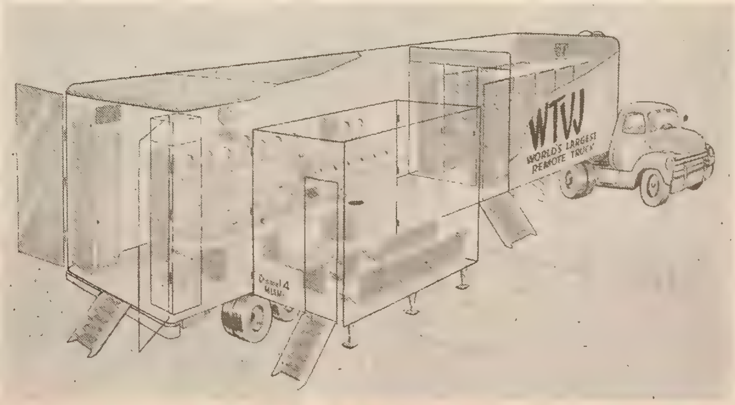
LAW WEST OF THE PECOS
JUDGE ROY BEAN

DEAL (2). Los Angeles KCOP contracts for the new "Judge Roy Bean" series of 30-minute films. Seated, the Judge (Edgar Buchanan), and the station general manager, Jack Heintz. Watching are Russell Hayden, who makes the series, and Tom Corradine, Coast agent for the distributors, Screencraft Pictures of New York.

TV Today

SEVEN MONTHS and 25 countries later, Associated Artists' Norman Katz rested gladly at New York headquarters last week. He told of surveying TV the world over (and probably being precedental and historic), and indicated so far most of his findings understandably are AA property. As foreign sales manager, Mr. Katz also was concerned with selling pictures to theatres and TV.

WHEN YOU TALK about mobile television units, consider this one which WTVJ, Miami, this month will begin using. It's 34 feet by 8 by 8 on 14 wheels. It has relay racks and equipment to handle nine remote cameras and if necessary 12. It has two six-foot doors which open out to provide an additional "room" 6 feet by 12 feet by 6½ feet high. With this room it can carry the crew plus 20 or so supervisory personnel representing agencies and networks. It has 20 monitors, an audio panel with 12 input jacks and three high level inputs, a turntable and tape recorder; it also will have a vidicon film camera, and as much as 3,000 feet of cable. Of course, it's air conditioned. WTVJ expects it to eliminate temporary indoor control rooms at origination sites; mostly these have been in hotels and makeshift and unsatisfactory. It will use the rig at the Pabst-Mennen fight in the Miami Beach Auditorium, October 26.



Telesales Unit at NBC Using Television to Sell Television

by VINCENT CANBY

Lay readers, if not the trade, might be surprised to learn that there's more going on at NBC these days than the coining of words. There are, below those hanging gardens of Radio City, minds turning busily, implementing and giving meaning to the steady stream of NBC conceptions of things that must be.

That some of the younger, busier and most enthusiastic minds are at work in the telesales department was conclusively demonstrated in one two-day period recently when telesales delivered for the sales department two elaborate and complete closed-circuit colorcasts.

◆ ◆

The first was designed for Hallmark Cards (Thursday, October 13) and, beamed to dealers, distributors and stray newspaper folk across the country, had as its purpose the whetting of appetites for the premiere Hallmark Hall of Fame presentation yesterday afternoon of "Alice in Wonderland." The second, on the following day, was a sort of miniature Wide Wide World with pickups from Hollywood, Oklahoma City and New York, and had as its slightly more personal purpose the selling of NBC-TV's own "Matinee Theatre" to prospective sponsors.

Such closed circuit telecasts as these comprise just one of the several functions of telesales, in actual fact a complete production unit of the network's sales department and whose operations are in the hands of a staff headed by Ted Harbert and Peter J. Smith, who function alternately as producers, writers, directors, public relations men and what have you.

The other day in his second floor office in the RCA building Pete Smith sat back and explained something of what telesales was about. It was organized last January, he said, as part of the sales department's effort to keep up with the "flexibility in programing" which Pat Weaver and Robert Sarnoff are always talking about.

◆ ◆

The way it has worked out, said Mr. Smith, telesales actually is an extension of NBC's service facilities, based on the idea that "the best way to sell television as an advertising medium is to use the best advertising medium there is to sell it—television." Implementing this line of thinking, which on close scrutiny is not doublethink, telesales thus turns out merchandising kinescopes, featuring, perhaps, Tonight's Steve Allen or Home's Arlene Francis in special messages for their sponsors, maybe welcoming them to the show and giving them a sample "pitch" on which dealers and distributors can hang their local campaigns.

Telesales also turns out sales kinescopes, which may mean Mr. Weaver's or some other executive's appearance to sell NBC programing to prospective sponsors, or kinescopes for use by a sponsor himself in selling his own campaign. The department's spectaculars, however, are the aforementioned closed circuits, most of which are in color.

DISCUSSING the script: Peter J. Smith, Telesales producer-director, left, and Sylvester L. Weaver, NBC president.

The presentation at the NBC closed telecast about "Matinee": speaking is John Lanigan, daytime sales manager of NBC-TV.

If the recent Hallmark production was a fair sample, it may be assumed that some of the programing coming out of telesales is as exciting as any going out free over the air—and certainly as elaborate. This was a "live" 40-minute show, originating from NBC color studios at the Colonial theatre in New York and watched by an estimated 1,000 salesmen and dealers.

Its format was simple: a brief diplomatic greeting by Mr. Weaver, another by Hallmark's host, Maurice Evans, which evolved into a carefully understated pep talk about forthcoming Hallmark of Fame shows, and then some intriguing glimpses of what lay immediately in store as far as the camera wizardry of yesterday afternoon's "Alice" was concerned.

The "Matinee" production was no less effective, even to a couple of trade writers who aren't about to buy time on the program. Carrying the sales drama were Albert McCleery, producer of "Matinee," Richard A. R. Pinkham, vice-president in charge of TV programs for NBC, and Matthew J. Culligan, NBC-TV national sales manager. It was another telesales hit.

So far this year, telesales, with a staff of six including secretaries, has produced 30 closed circuits for such as Johnson Motors, General Cigars, Alcoa and Cluett-Peabody, to name a few. They *are* coining words at NBC, but they're also giving them definition.

HOLLYWOOD

John Ford started the ball rolling at Hal Roach Studios last week that stepped up action for the Screen Directors Playhouse filmed TV series. The Academy Award winning director has **John Wayne** in a half hour of "Rookie of the Year," adapted from a W. R. Burnett story. **Stu Heisler and Andrew Stone** are also set to direct two others for SDG immediately following Ford's film. . . . The first to get a plum contract out of NBC's talent development program is **Evelyn Russell.** It's a seven-year deal for the new comedy find, discovered by **Phil Berle** on one of his scouting jaunts in Hollywood. Looks like Berle's plan to audition potential talent before a live audience and a full NBC orchestra will continue on a regular monthly schedule.

◆

National Society of Television Producers will join representatives of the National Audience Board later this month to discuss initial steps in the formation of a more suitable code for television film producers, according to **Max Gilford,** who serves as the NSTP general counsellor.

◆

Seems like the town has gone "cocktail crazy" launching Fall programs. Screen Directors Guild black tie supper party was loaded with glamor personalities. **Zsa Zsa** and sister **Eva Gabor** sat next to us, and the preview of SDG's first film smelled beautifully. . . . **Desi** and **Lucy** reeled off their two opening shows to a crowd of glass balancers. **John Wayne** owes Desilu a billboard in his next picture for the tremendous tie-in performance they gave his latest film, "Blood Alley." . . . And the party **Mark Stevens** tossed the press at American National Studios made everyone feel like Diamond Jim Brady. After all that food we're joining Gourmets Anonymous. . . . And, if you haven't gotten a hangover by now, maybe you should have joined us at **Tom McAvity's** party for **Leo Durocher** at the Beverly Hilton. . . . Hey! Talent Scouts: The voice behind SDG's Playhouse series belongs to **Ed Reimer,** and Ed belongs in front of the television cameras as a leading man, in the opinion of this particular observer.

—*SAMUEL D. BERNS*

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 80 NEW YORK, U. S. A., TUESDAY, OCTOBER 25, 1955 TEN CENTS

Ban Unwarranted

SupremeCourt Reverses Kas. Censor Action

'Moon Is Blue' Ruling Follows Precedents

By J. A. OTTEN

WASHINGTON, Oct. 24.—The Supreme Court said today that Kansas film censors had gone too far in banning "The Moon Is Blue."

The court reversed a Kansas Supreme Court decision that the censors had acted properly in banning the film as "obscene, indecent and immoral."

The justices, in reversing the lower court decision, did not give detailed reasons for their action, merely citing earlier high court actions in the "Miracle" and "M" cases. In those cases the court overturned state censorship actions on the ground that

(*Continued on page* 6)

Buena Vista Plans 10 for Distribution In Next 18 Months

From THE DAILY Bureau

HOLLYWOOD, Oct. 24. — Ten features will be distributed by Buena Vista during the next 18 months, it was announced at the company's first national sales convention in session at the Walt Disney studios here.

Of the 10, one is completed; four are in production, two are re-releases and three are in preparation. The completed picture is "The Littlest Outlaw," made on location in Mexico

(*Continued on page* 2)

Expect Presidents To Meet Friday

A meeting of company presidents on the Italian permit issue is expected to take place here on Friday.

The issue was thrown in the lap of the board of directors of the Motion Picture Association of America, composed of company presidents, when the foreign managers could not reach agreement on the division of Italian permits.

For Five-Day Week

Four Non-IATSE Unions Covered In New Studio Personnel Pacts

From THE DAILY Bureau

HOLLYWOOD, Oct. 24.—The five-day week established for members of IATSE was extended to other studio personnel belonging to four other unions representing teamsters, culinary workers, building service employes and common laborers, according to an announcement here today by Charles Boren, Association of Motion Picture Producers vice-president in charge of industrial relations.

The "IA" agreement, which is estimated to add at least 20 per cent to the cost of film making, was accepted by the four non-IATSE unions which traditionally negotiate contracts after an agreement has been reached with the "IA."

Under the five-day schedule of the "IA" pact, weekly employes will receive the same pay they have been getting for six days, with reduced

(*Continued on page* 5)

Blank Opposes International Rentals Curb

By LESTER DINOFF

Any proposal to start an international movement among exhibitors to curb increasing film rentals "is not intelligent," Myron N. Blank, president of Theatre Owners of America, declared here on Sunday, prior to departure for Europe. Blank, who

(*Continued on page* 6)

Top Delegates Set For IFFPA Meet

Acceptances from top representatives to the forthcoming meeting in Washington of the Administrative Council of International Federation of Film Producers Associations have been received here.

Those already announcing their in-

(*Continued on page* 6)

Promote Houser in RKO Studio Post

From THE DAILY Bureau

HOLLYWOOD, Oct. 24.—The appointment of Mervin Houser as director of publicity for RKO Radio Pictures studio was announced here today by Charles L. Glett, executive vice-president.

Houser, who was formerly executive assistant to Perry Lieber, now advertising, publicity and exploitation

(*Continued on page* 5)

***REVIEW*:**

The View from Pompey's Head

20th Century-Fox—CinemaScope

A NEW STAR is presented in "The View from Pompey's Head," a handsomely mounted, romantic melodrama adapted from the popular novel of the same name by Hamilton Basso. She is Dana Wynter, whose beauty and appeal can be compared favorably with Elizabeth Taylor.

Here is a chance for exhibitors clamoring for new faces to capitalize on a fresh talent. Although she has had her start in Britain and has appeared on television, this is Miss Wynter's first motion picture. She has the talent, the looks and the personality to be around for a long time, in this reviewer's opinion.

Other attributes of "The View from Pompey's Head" which make it a

(*Continued on page* 6)

Hits Pre-Releases

Myers Puzzled By TOA Okay Of Arbitration

Says Portions of Draft Injurious to Exhibitors

Special to THE DAILY

Abram F. Myers

WINCHENDON, Mass., Oct. 24.—Abram F. Myers, general counsel of Allied States Association, said here today that he could not understand why representatives of exhibition, specifically Theatre Owners of America, could have accepted the newest arbitration draft when portions of it were detrimental to the interests of exhibitors. Speaking at the convention of Independent Exhibitors of New England, Myers

(*Continued on page* 5)

Seven 'Hot' Topics Listed on Allied's Convention Agenda

From THE DAILY Bureau

CHICAGO, Oct. 24. — Seven subjects, described as "hot issues that will not be soft-pedalled or ignored," are listed as highlight topics for discussion at the Allied States Association annual convention here which is

(*Continued on page* 5)

Report RKO Secures Production Loan

RKO Radio Pictures has secured a loan of $15,000,000 from unnamed sources for investment in production, it was reported here yesterday.

Efforts to reach Daniel T. O'Shea, RKO Radio president, for confirmation yesterday were unsuccessful, but a company spokesman said that O'Shea would neither "deny nor confirm" the report.

PERSONAL MENTION

WOLFE COHEN, president of Warner Brothers International, will return to New York today from Latin America.

•

Dr. Renato Gualino, president of I.F.E. Releasing Corp., and **Mrs. Gualino**, arrived in New York from Italy yesterday aboard the "Andrea Doria."

•

Charles J. Feldman, Universal Pictures vice-president and general sales manager, was in Memphis yesterday from New York.

•

Harry E. Huffman, theatre owner of Denver, has arrived in New York from there accompanied by **Mrs. Huffman**.

•

Milton Platt, assistant to the Central division district manager at RKO Radio, left here yesterday for Miami.

•

Leon Roth, United Artists West Coast publicity coordinator, has arrived in New York from Hollywood.

•

Jorge Sanchez, manager in Ecuador of Westrex Co., Andean, has returned to Guayaquil from New York.

•

Roger H. Lewis, United Artists advertising manager, will arrive in New York today from Hollywood.

Cinema Lodge Dines At Meeting Today

New York's Cinema Lodge of B'nai B'rith will hold its first informal membership luncheon session at Toots Shor's restaurant today (Tuesday) in what the Lodge hopes to make a regular feature of its program of meetings for the year.

Today's luncheon also will climax the Lodge's principal fund-raising activity of the year on behalf of the B'nai B'rith agencies which involves the sale of 500 Contribution Share Certificates for $25 each, with one of the purchasers being awarded a 1955 Cadillac sedan. Robert K. Shapiro, executive vice-president of Cinema Lodge, announced yesterday that the goal would be reached by the time of the luncheon.

New 'U' Memphis Branch Opens Today

MEMPHIS, Oct. 24. — Universal Pictures executives will be joined by local exhibitors here tomorrow for the opening ceremonies of the new Universal exchange building. Also participating will be the delegates to the convention of the Tri-State Theatre Owners who are in session here.

Charles Eudy Elected By Tri-State T. O.

Special to THE DAILY

MEMPHIS, Oct. 24. — Charles Eudy, of Houston, Miss., today was elected president of the Tri-State Theatre Owners at their 46th annual convention, held at the Hotel Gayoso here.

Eudy succeeds Nathan Flexer, of Waverly, Tenn., who presided over today's session.

The following were elected vice-presidents: Leon Rountree, Holly Springs, Miss.; Alton Sims, Memphis, and Doyle Branscom, Harrison, Ark. Elected representatives to Theatre Owners of America were: R. B. Cox, Batesville, Miss.; M. A. Lightman, Jr., Memphis, and K. K. King, Searcy, Ark. Roy L. Cochran, of North Little Rock, Ark., was named secretary-treasurer.

Flexer Heads Board

Flexer was named chairman of the board of directors, which includes these new members from Mississippi: E. Clinton, Earl Elkin, Ben Jackson, Martin Mounger, R. X. Williams and T. M. Jourdon.

New directors from Tennessee are: Tom Ballas, Brill Bruster, Mrs. H. E. Fitch, Bill Willis, W. F. Ruffin, Jr., Louis Mask and J. W. Morrison.

New directors from Arkansas are: Morris Collins, Nona White, Ben Hoffer, Mildred Bomar, Mrs. Jessie Howe, J. E. Singleton, Sr., and Bill Sockwell.

Warren Foster, Atlanta public relations man, spoke at today's luncheon.

The convention was recessed from 2 to 4 to inspect Universal's new film exchange which is about to start operations.

A moonlight boat ride on the Mississippi was held aboard the "Memphis Queen" for delegates and their families tonight. A chuck wagon dinner was served aboard the steamer by Film Transit, Inc.

New Kentucky Allied Unit Elects Officers

LOUISVILLE, Ky., Oct. 24.—E. L. Ornstein has been elected president of the recently organized Allied Theatre Owners of Kentucky.

Other officers are Joseph M. Reiss, vice-president, and Fred Switow, secretary-treasurer. The board of directors consists of W. E. Horsefield, Luther Herron, Arthur Morris, Robert T. Enoch, Wilbur O. Fields, Louis A. Arru, Jack Powell, Mrs. Hallie Fisher, Vance Schwartz, Floyd D. Morrow, Anna Belle Ward, Charles L. Seale, Ornstein, Reiss and Switow.

New Film Title

HOLLYWOOD, Oct. 24.—The new title for Paramount Pictures "Where Men Are Men," which will star Dean Martin and Jerry Lewis, is "Pardners."

Compo Poll Ballots Coming Off Presses

Advance copies of the 35,000,000 ballots to be used by the public in the Audience Awards voting Nov. 17-27 were made public yesterday by COMPO.

Robert W. Coyne, COMPO special counsel, said ballots are now coming off the presses at the rate of 3,000,000 daily and are being shipped to National Screen Service's branch offices.

It is expected, Coyne said, that the ballots will be in the hands of participating exhibitors in two weeks.

The ballots, 5½ x 10¾ inches in size, list 20 names in each of the five categories to be voted upon, and provide a blank space in each column for write-in votes.

Voters are reminded that they may vote for only one name in each column, and that all ballots must be deposited in the ballot boxes of participating theatres. No ballots sent through the mail will be accepted. Anybody, regardless of age, may vote. Pictures and players are listed alphabetically, and it is pointed out that their order has no other significance.

In order to protect the integrity of the vote, the ballots are copyrighted by COMPO and reproduction is forbidden.

The nominees listed on the ballot were published in earlier issues of Motion Picture Daily.

U.K. Theatre Union Asks 37½-Hour Week

From THE DAILY Bureau

LONDON, Oct. 24. — A reduction in the working week from 40 to 37½ hours is being asked by the National Association of Theatrical and Kine Employes in negotiations with the Kinematograph Renters Society.

The union also wants pay increases of £1 a week in all adult rates and 12s.6d. a week for junior grades.

Goldwyn Trust Suit Trial Start Delayed

SAN FRANCISCO, Oct. 24. — A scheduled hearing of the Samuel Goldwyn Productions anti-trust suit vs. Fox West Coast Theatre Corp., National Theatres Corp. and eight others, was postponed today to Oct. 31 due to the absence of Judge Edward P. Murphy.

Cohen Joins AA as Ass't Ad-Pub Chief

Charles Cohen, who last week resigned as 20th Century-Fox associate advertising manager, has been appointed to the newly-created position of assistant Eastern advertising and publicity manager of Allied Artists, it was announced here yesterday by Martin S. Davis, the company's Eastern advertising and publicity chief.

Buena Vista

(Continued from page 1)

and now ready for release. Others on the schedule are:

"The Great Locomotive Chase," in CinemaScope; "Secrets of Life," fourth in the True-Life Aventure series; "Davy Crockett and the River Pirates," TV and theatrical release, and "Perri," described as a "true life fantasy" of a new entertainment type. All four of the foregoing are in production.

Those in preparation are: "Light in the Forest," "Toby Tyler," and an as yet untitled production based on the book "Children of the Covered Wagon."

Those to be re-released are "Song of the South" and "Fantasia."

See $58,000 for 'Oklahoma' 2nd Wk.

Another virtual capacity week of $58,000 was forecast here yesterday for the second week of "Oklahoma" at the Rivoli.

Meanwhile, "Trial" at Radio City Music Hall is expected to hit a strong $145,000 for its second week.

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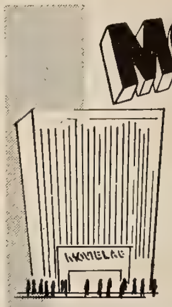

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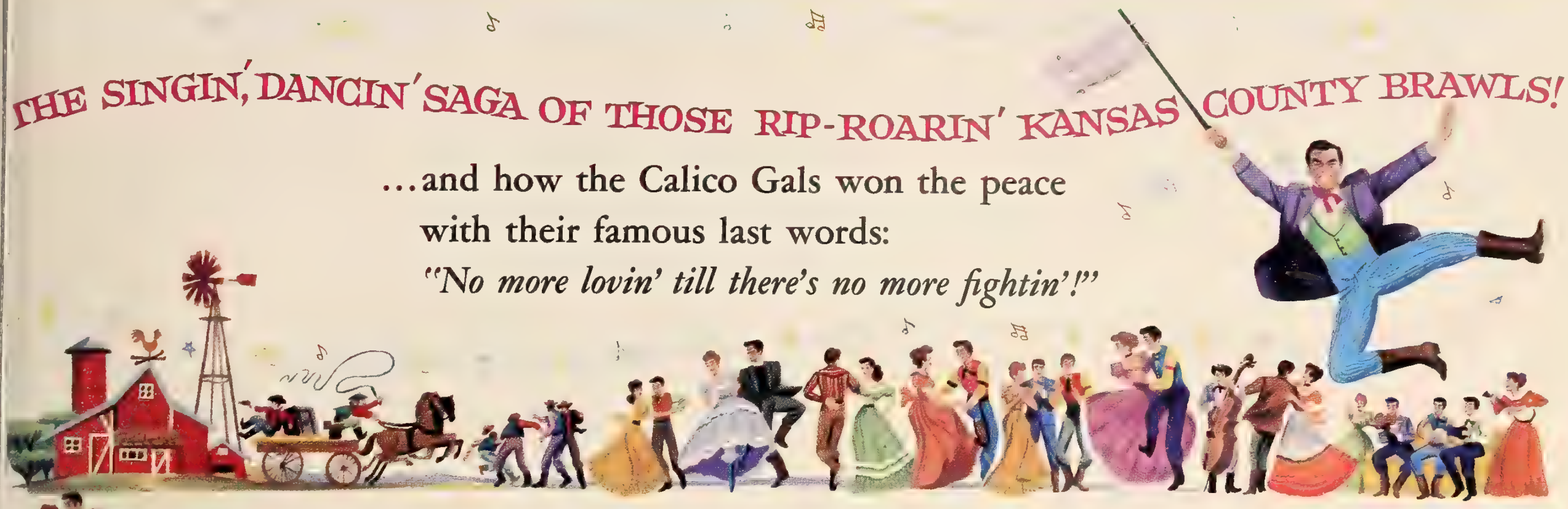

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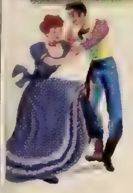

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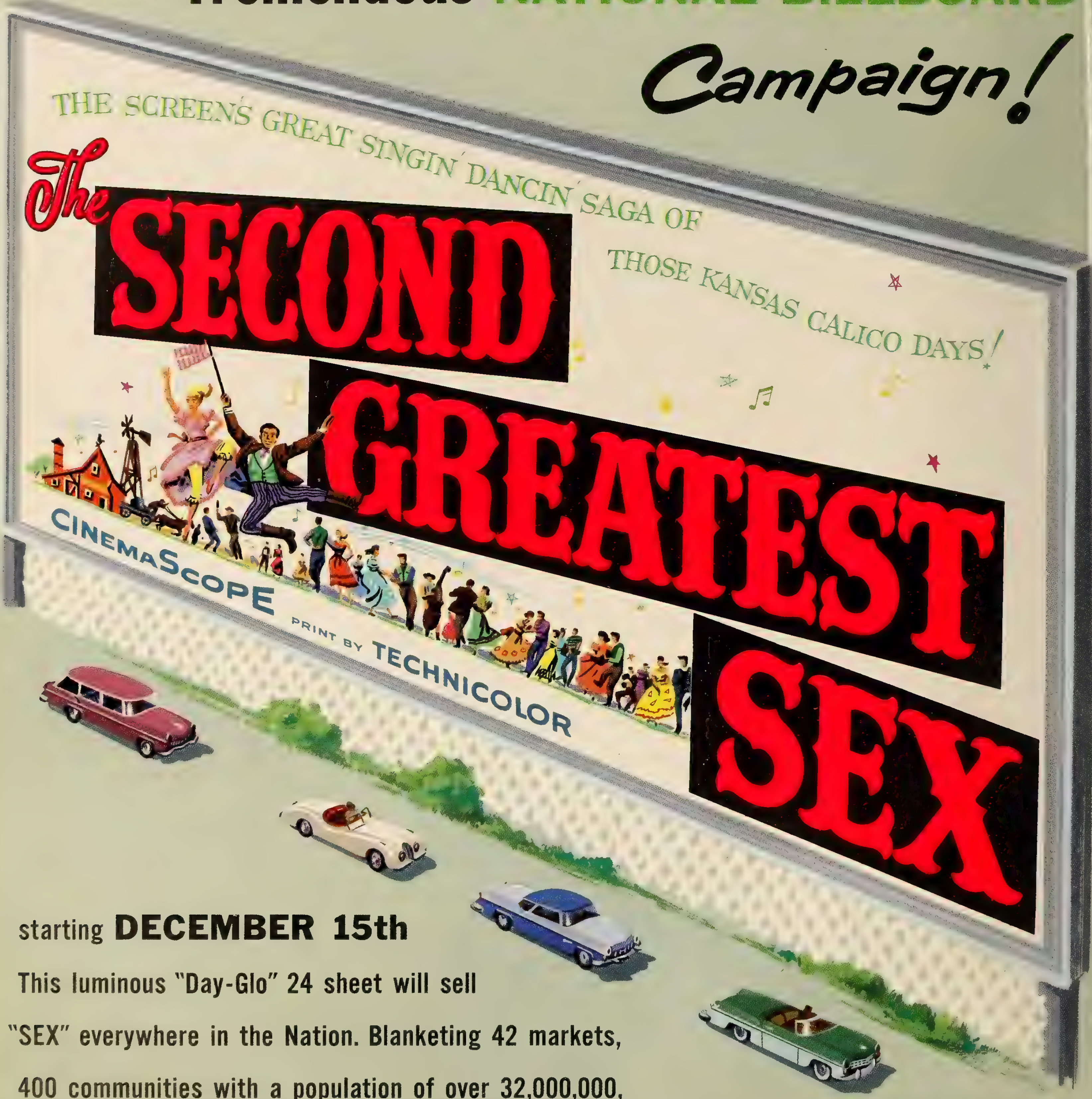
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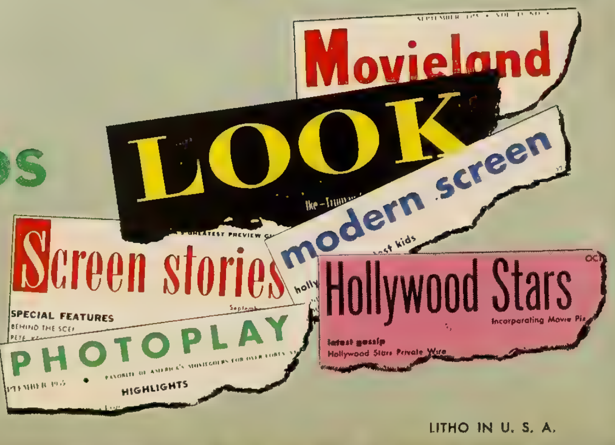
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Screen stories
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LITHO IN U. S. A.

Allied Topics

(*Continued from page* 1)

scheduled to start Nov. 7 at the Morrison Hotel.

The subjects are film prices, government regulation, circuit expansion, arbitration, admission taxes, Council of Motion Picture Organizations and showmanship.

Film prices, it was said, will be aired in film clinics and "on-the-floor" discussion, while the matter of government regulation will be thrown open for study on the basis of whether or not the selling policies have been modified to the extent that government intervention is not necessary. The Allied stand on arbitration is summarized by Abram F. Myers, general counsel, in this issue of MOTION PICTURE DAILY, but the topic will be analyzed further on the convention floor. As to circuit expansion, Allied leaders will report on what the association has done to slow down the practice of divorced circuits acquiring sites for theatres and drive-ins.

Other Subjects on Agenda

The other subjects—admission taxes, COMPO and showmanship—will be surveyed by authorities, it was said.

Four Non-IA Unions

(*Continued from page* 1)

schedules of total hours which can be worked without overtime payments. The five-day week goes into effect Jan. 30, 1956.

Sixty-hour schedules will be reduced to 54 hours in five days; 54-hour schedules to 48.6 hours; 48-hour schedules to 43.2 hours: Minimum daily calls for 54-hour employees will be nine hours; for 48.6 employees, eight hours; 43.2 employees, seven hours. "On call" employees, who receive no overtime payments, will be given an additional day off with pay for any Saturday or Sunday worked, with the extra time off to be mutually agreed upon or added to vacation time. This provision applies only to Sunday when the work is on a distant location. For both weekly and daily employees, Saturday is a straight time day on locations unless 40 hours have been previously worked.

The other major terms of the "IA" agreement were printed in Monday's edition of MOTION PICTURE DAILY.

Promote Houser

(*Continued from page* 1)

director, is a veteran of 20 years experience in public relations in Hollywood and New York.

In 1952 and 1953, Houser was Eastern director of advertising, publicity and exploitation for RKO, with headquarters in New York.

Pillot on Tour

Leo Pillot, 20th Century-Fox special events manager, is in Chicago to accompany actor Richard Egan on a 10 key-city cross-country personal appearance tour for the CinemaScope production of "The View From Pompey's Head."

TOA Stand Puzzles Myers

(*Continued from page* 1)

said that the deletion of a definition of clearance in the 1952 arbitration draft, a draft which had been rejected by Allied, coupled with the retention of the provision permitting the pre-releasing of two pictures per company per year constituted "a deliberate attempt to legalize the pre-releasing practice with all the disruptions and injustices that it entails."

Recalls 1952 Rejection

Myers pointed out that in 1952, Allied rejected what he termed the Austin Keough-Adolph Schimal arbitration plan not only because it did not provide for arbitrating film rentals and sales policies, but also because, by reserving to the distributors the right to pre-release two pictures a year, "it tended to nullify important provisions of the decree and would seriously injure its members."

The 1952 draft, Myers told the convention, contained a definition of clearance that was calculated to protect subsequent-run and small town exhibitors against unreasonable clearance of the kind not noted in the contracts. In the negotiations of that draft, he said, the distributors advanced the "now obsolete" definition of clearance which reads: "Clearance means the period of time stipulated in license contracts between runs of the same feature within a particular area or in specified theatres."

Added Clause on Clearance

Bearing in mind the cases under the old consent decree arbitration plan of 1940 in which the distributors "took the position that there was no arbitrable clearance because it was not specified in the contracts," Myers said he insisted that there be added to the definition the following: "—or which regularly occurs between the prior and subsequent runs in competing theatres in the absence of any express contract provision describing the same."

Myers said that the distributors finally yielded to his insistence and the definition of clearance contained in the Keough-Schimel draft contained this clause. But in the draft which recently was released, which he termed the Levy-Schimel draft (Herman Levy is general counsel of TOA), the amendment to the definition was eliminated, Myers said.

Says Both Were Present

"Now, both Levy and Schimel were present at the negotiations in 1952," Myers continued. "They heard all the arguments advanced in favor of the amendment. They could not have been unaware of its importance to the exhibitors. That the distributors sould contend for this archaic definition of clearance is understandable. But I cannot understand why representatives of exhibitors should go for it."

Commenting on approval of the new draft by TOA leaders in their West Coast session, Myers said: "Some day the strange events that occurred behind that iron curtain in Los Angeles will seep through and I will get a clearer understanding as to why the exhibitors present voted thanks and congratulations to Messrs. Levy, Wolfson, Fabian and Wilby for their accomplishments in regard to arbitration. Maybe there are advantages in the draft for exhibitors that I have not discerned. Maybe the draft was not fully explained to them before they acted."

Myers promised that the subject would be aired thoroughly and "in the open" at Allied's national convention in Chicago Nov. 7-9.

Sees Evasion of Decrees

Myers' comments on clearance and arbitration stemmed from an earlier part of his speech in which he discussed the "fast-growing practice of pre-releasing pictures," which, he said, "in its essence is nothing more or less than a palpable attempt to evade the provisions of the decrees in the government's anti-trust case."

Pointing out that Stanley Barnes, head of the anti-trust division of the Department of Justice, and the Senate Small Business Committee gave pre-releases what amounted to a clean bill of health, Myers singled out Paramount and two of its pictures—"Strategic Air Command" and "The Desperate Hours"—as examples of his arguments against pre-releasing. The former picture, he said, was given a preliminary run in seven selected theatres and then another special run, ahead of the regular first runs, in 601 selected theatres, the latter known as "merchandising engagements," a term, he said, he had never heard before. "The Desperate Hours," he continued, was given a special pre-release run in 128 theatres, again under the name of "merchandising engagements."

Feels Theatres Were 'Hand Picked'

Myers then asked: "How does Paramount, and how can the Department of Justice, reconcile this hand-picking of theatres for these 'merchandising engagements' with the provision common to all the decrees which enjoins the defendants 'from licensing any feature for exhibition upon any run in any theatre in any manner than that each license shall be offered and taken theatre by theatre, solely upon the merits, without discrimination in favor of affiliated theatres, circuit theatres, or others'?"

The Allied general counsel said that "never before was such a bold attempt to legalize pre-releases and extended clearance" as in the latest draft of a proposed industry arbitration system.

Memphis Censors Ban WB's 'Rebel'

MEMPHIS, Oct. 21.—Memphis censors banned Warner Bros.' "Rebel Without a Cause," scheduled to open at the Warner Theatre here next week. Chairman Lloyd Binford said the three women members of the board banned it.

Dollinger Outlines Five-Point Program For Allied 'Warfare'

Special to THE DAILY

WINCHENDON, Mass., Oct. 24.—Irving Dollinger, member of Allied States Association Emergency Defense Committee, in his keynote speech before the Independent Exhibitors of New England convention at the Toy Town Tavern today, compared the motion picture industry "to miniature warfare" and presented a five-point formula with which exhibitors could meet the present situation. Dollinger, a national Allied leader, suggested that:

Theatremen get an army together of well-organized exhibitors, such as Allied, and fight; use proper information and intelligence, such as a box-office scorecard, so that the change of sales policy of a distributor will be made known to every theatre owner; establish a fund of $200,000 to fight attacks and to use this fund against any illegalities in the court; call in an umpire—the U. S. government—when necessary; set up sentries in each local unit so that when an attack comes, it will be made known both locally and nationally.

Pinanski Blasts Producers

Sam Pinanski, president of American Theatre Corp. and honorary board chairman of Theatre Owners of America, told some 200 New England exhibitors in attendance that "the shortage of product is frightening and horrible. There is no sense in continuing to ask the production companies to make more pictures. In their own opinion, the producers are making enough product and are satisfying their stockholders, disregarding the ultimate result to exhibitors who must try to exist on the ridiculous starvation diet."

Wilbur Snaper, member of the national board of Allied, spoke on the Todd-AO system.

Levy Joins 20th-Fox As Magazine Contact

Charles L. Levy, former publicity, advertising and exploitation director of Walt Disney Productions, has been appointed national magazine publicity contact for 20th Century-Fox, it was announced here yesterday by Edward E. Sullivan, 20th-Fox publicity director. Levy succeeds Lowell Benedict, who has resigned.

Only 10 Days
UNTIL THE
MOTION PICTURE
PIONEERS
DINNER

Delegates

(*Continued from page* 1)

tentions of attending the session, slated for Nov. 7-10, include the following Federation officers: Charles Delac, of France, honorary president; Renato Gualino, Italy, president and also president of Italian Films Export; Sir Henry French, Britain, vice-president and director general of British Film Producers Association, and John Davis, Britain, BFPA president;

Also J. P. Frogerais, France, honorary president, Syndicate Francais des Producteurs et Exportateurs de Film; Vincente Salgado, Spain, assisted by Manuel Casonova, in addition to the following Federation councilors: Oscar Duby, Switzerland; C. A. Dymling, Sweden, and Gunther Schwars, Germany, aided by Walter Koppel, also of Germany.

Roger Fournier, France, general secretary to the council and Enrico Giannelli, Italy, general secretary to the Federation, also will attend.

Supreme Court

(*Continued from page* 1)

the terms used in censoring the films were unconstitutionally vague.

Today's action, noted briefly in a long list of orders handed down at noon, still does not go as far as many industry officials want—a ruling banning as unconstitutional all film censorship prior to showing. However, today's action, taken together with other recent court actions, makes it clear that if the court is not yet ready to lay down a general rule against all prior censorship, it nonetheless is very prone to outlaw prior censorship in each specific instance that is brought to its attention.

The court is apparently taking a very demanding view as to the amount of clarity and exactness which censorship standards must meet to be upheld. This means that while groups desiring to fight state or local censorship must do it on a case-by-case basis until such time as the high court is willing to outlaw all precensorship, nonetheless their chances of success in each specific case are now pretty good.

No dissenting opinion was indicated on the court's action today.

The current case started when the Kansas State Board of Review banned the film in 1953. The suit, brought by Holmby Productions and United Artists, challenged the constitutionality of the state censorship law as imposing illegal prior censorship. It also argued that the words in the Kansas statute were too vague and broad, and therefore unconstitutional. Finally, it raised the point of whether there was adequate judicial review of the state censors' decisions.

In reply, the state said regulations issued after the suit was brought made the censorship standards far more specific. It also contended that the Supreme Court in 1916 upheld a Kansas film censorship law "substantially identical" with the current law, and therefore had already decided the issue.

View from Pompey's Head

(CONTINUED FROM PAGE 1)

good box-office attraction for most every situation are an excellent screen play, superior photography in CinemaScope, and unstinted production values in color by De Luxe. The screenplay by Philip Dunne, who also produced and directed, takes fullest advantage of the suspense, love interest, and locale of the novel.

Multiple threads weave the story of "The View from Pompey's Head." First, there is the longing of the young married lawyer, convincingly portrayed by Richard Egan, for his Southern past and for an unrecognized love affair of his youth. Then there is the unfruitful triangle, composed of Egan, Cameron Mitchell and Dana Wynter, the heart-torn woman of the novel, married to Mitchell but in love with Egan.

Injected into this complexity is the sub-theme of racial prejudice. One of the characters, an aged, famed, blind author, who serves as a catalyst for the varied elements of the tale, doggedly attempts to hide the mystery of his birth because his mother was a Negro.

Although at times the techniques of flash-back and narration slow up the film and although some characterizations and situations do not gain the power they deserve, this is a superior film on many counts, which has wide popular entertainment values. It should be talked about and enjoyed by most audiences, especially the distaff side.

Others in the large cast include Sidney Blackmer, Marjorie Rambeau, Dorothy Patrick Davis and Rosemarie Bowe. The film was adapted from the novel by Hamilton Basso.

Running time, 92 minutes. Adult audience classification. For November release.

MURRAY HOROWITZ

Blank

(*Continued from page* 1)

arrived in New York accompanied by his wife at the weekend to celebrate their 20th wedding anniversary, said that the solution to the film rental problem now confronting U. S. and foreign theatremen is in the encouragement of production and the release of more pictures and the development of new talent.

He said that some talks on this situation will take place in Rome when he attends the 1955 convention of the Union Internationale de L'Exploitation Cinematographique, which begins tomorrow, to which he is the official TOA representative to the global exhibition group's meeting.

Prefers Local Handling

The conditions and film prices vary in each market for exhibitors and it is better to handle this pertinent problem on a local basis, the Des Moines theatre executive said. "The way to curb these rising film rentals for the fewer films now being released is to have more product made available by encouraging production and the development of new faces of box-office calibre," he added.

Blank said that his speech at the UIEC convention would deal with the exhibition of foreign product in the U. S. market and that he would cite statistics which will refute all talks of a U. S. exhibitor conspiracy against foreign films.

The rising film rental problem will figure prominently on the agenda of UIEC. Due to the shortage of product in the U. S. market, distributors are increasing percentage rates in their respective areas. Exhibitor representatives from a number of European countries are expected to press for an international movement among exhibitors aimed at curbing the alleged tendency. The British delegates to the meeting—Ellis Pinkney and E. J. Hinge, respectively, general secretary and treasurer of Cinematograph Exhibitors Association—are likely to remain on the side-lines in the debate.

Still Seeks Executive Director

The newly-elected TOA president also said that TOA is "still interested in securing the services of an executive director, but thus far we have not anyone definite in mind for the job."

Durkee, Circuit Head Dies in Baltimore

BALTIMORE, Oct. 24.—Frank H. Durkee, owner of the Frank H. Durkee Enterprises, which operates 20 theatres in Maryland, died at his home here today after a brief illness. He recently had undergone surgery.

Durkee had been in the picture business for 40 years, starting as a projectionist. He was an organizer of the Baltimore Variety Club and at one time chief barker. He was 68 years old. Funeral services were incomplete tonight. His widow, a brother, a son, two daughters and nine grandchildren survive.

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VOL. 78. NO. 81 — NEW YORK, U. S. A., WEDNESDAY, OCTOBER 26, 1955 — TEN CENTS

Blank Tells UIEC

Theatres Must Look Overseas For More Film

TOA Head Reveals Need For Profitable Product

U. S. exhibitors, confronted with a shortage of product—a decline of 30 per cent in motion pictures produced in 1954 as compared to 1950 . . . must look to the industries of other countries for product "in order to have the needed pictures for our theatres," Myron N. Blank, president of Theatre Owners of America, declares in a speech which he will deliver today at the opening session of 1955 convention of the Union Internationale de L'Exploitation Cinematographique in Rome.

The text of Blank's comments were

(*Continued on page* 7)

UIEC Delegates to Hear Papal Message

By ARGEO SANTUCCI

ROME, Oct. 25.—Pope Pius XII on Friday will grant an audience to exhibitor delegates to the convention, opening here tomorrow, of the Union Internationale de L'Exploitation Cinematographique.

The Pope's speech will be the second part of the one he made at the Vatican on last June 21 to an international motion picture industry audience which had assembled here as guests of Titanus Films.

Italo Gemini, president of the

(*Continued on page* 7)

Tri-State T.O. Backs Arbitration Plan

Special to THE DAILY

MEMPHIS, Oct. 25. — Tri-State Theatre Owners closed a two-day convention today with resolutions opposing "any further interference" in the theatre business and pledging their support to the arbitration-conciliation draft of Theatre Owners of America.

Both resolutions, the exhibitor speakers in their behalf said, were intended to re-affirm the action of the TOA national convention in Los An-

(*Continued on page* 7)

Calls Them 'Deterrents'

Goldwyn Takes Slap at Television Programs of the Major Companies

Television programs of major studios were criticized here yesterday by Samuel Goldwyn, who contended that instead of acting as trailers for motion pictures, they act as deterrents.

Samuel Goldwyn

Goldwyn spoke before a luncheon meeting of the Radio and Television Executives Society at the Hotel Roosevelt. His comments were in response to a "person-to-person" interview conducted by Edward R. Murrow, television and radio commentator.

Asked by Murrow what he thought of Hollywood's entry into the TV field, Goldwyn said he felt that the programs of major studios, costing from $65,000 to $70,000, do not promote motion pictures at theatres.

In response to a series of questions

(*Continued on page* 10)

Skouras Testimonial At Waldorf Dec. 5

At a meeting held here yesterday at the "21" Club, final decision was made to hold the March of Dimes-sponsored dinner honoring Sypros P. Skouras in the grand ballroom of New York's Waldorf-Astoria Hotel on Dec. 5. The tribute to the 20th Century-Fox president is in recognition of his life-long service to many humanitarian causes.

It is expected that 1,500 leading

(*Continued on page* 10)

Tevlin Tells of RKO TV Activity, Leading To Sale of Company

From THE DAILY Bureau

LOS ANGELES, Oct. 25. — C. J. Tevlin, former RKO Radio studio executive, testified in the government's 16mm trial today that contractual restrictions imposed by the Screen Actors Guild, Screen Directors Guild, Screen Writers Guild, the American Federation of Musicians and other organizations, on the disposal of feature films to television, had proved so complex that RKO decided the best way to proceed was to offer a block of 450 features for sale at a total cost of $10,000,000, which was done.

NBC, CBS, certain major distributing companies and three big theatre circuits negotiated for the purchase of this block, he said, but no deal was finalized. Subsequently, he said, various offers to buy the entire company

(*Continued on page* 7)

Depinet Releases Pioneers' Dais List

Ned E. Depinet, general chairman of the 17th annual showmanship dinner of the Motion Picture Pioneers, which this year will honor Herman Robbins, chairman of the board of National Screen Service, as "Pioneer of the Year," yesterday released the

(*Continued on page* 7)

Atlas Merger Plans with RKO Pictures Delayed Pending Further Hughes Okay

Plans to merge or consolidate Atlas Corp. and the inactive RKO Pictures Corp. have run into delays attributable to the lack of needed further approval from Howard Hughes, it was learned here yesterday.

Although Floyd Odlum, Atlas president, stated that he received approval in principal from Hughes when he announced the plan Sept. 26, it was learned that current attempts to spell out the Hughes-Odlum agreement have been unsuccessful due to Hughes' unavailability. The plan, though, remains very much in force, it was added. However, Hughes, as board chairman and principal stockholder, is a key to the plan proposed by Atlas, another principal RKO Pictures stockholder.

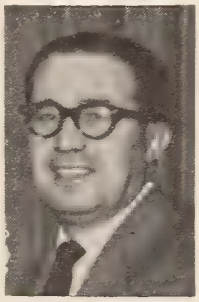
Some Dissension

COMPO With Reservations N.E. Allied Aim

Unit Follows Indiana's Stand Regarding Aid

Special to THE DAILY

WINCHENDON, Mass., Oct. 25.—In the wake of a similar move last week by Allied Theatres of Indiana, Independent Theatres of New England today indicated that it would go along with the Council of Motion Picture Organizations "with reservations." The New England Allied unit, in convention here, passed a motion, by a majority, calling for the appointment of a committee to be appointed



Wilbur Snaper

(*Continued on page* 8)

Myers Is Queried on Gov't Regulation Bill

Special to THE DAILY

WINCHENDON, Mass., Oct. 25.—The plan and substance of the proposed bill for government regulation of the film industry was outlined here today by Abram F. Myers, general counsel of Allied States Association at the convention of Independent Exhibitors of New England being held here. Myers' talk was followed

(*Continued on page* 8)

Town-Size Key to Allied Film Clinics

From THE DAILY Bureau

CHICAGO, Oct. 25.—Film clinics to be featured at the coming convention of Allied States Association will be classified according to size-of-town, it was disclosed here today by Jack Kirsch, general chairman of the convention.

The views and recommendations of

(*Continued on page* 8)

PERSONAL MENTION

DAVID A. LIPTON, Universal Pictures vice-president, will arrive in New York on Friday from Hollywood.

•

ROY HAINES, recently-named sales manager of Warner Brothers newly-created West Coast division, left New York yesterday for Los Angeles, where he will make his headquarters.

•

WALTER LOWENDAHL, executive vice-president of Transfilm, is the father of a daughter born to MRS. LOWENDAHL at Mt. Sinai Hospital here.

•

JOE FRIEDMAN, of the Warner Brothers home office field exploitation staff, is in Chicago from New York.

•

RALPH WHEELWRIGHT, of the M-G-M studio publicity department, is scheduled to arrive here from the Coast on Nov. 2.

•

RUDY BERGER, M-G-M Southern sales manager, has left New York for Jacksonville and Miami.

•

LOUIS MUCCIOLO, vice-president of Robert Lawrence Productions, is in Toronto from New York.

•

ALLEN M. WIDEM, film critic of the "Times," of Hartford, was in New York from there yesterday.

•

JOE LONGO, of the RKO Radio field exploitation staff, has returned to Boston from Hartford.

•

ROBERT BASSLER, producer, is in New York from the Coast.

Cinerama Consultant Post to LeBaron

Cinerama, Inc., has retained Dr. Robert LeBaron, former deputy to the Secretary of Defense for Atomic Energy, as consultant in the making of the recently announced motion picture dealing with the peacetime uses of atomic energy, it was announced here by Grant Leenhouts, Cinerama, Inc., vice-president in charge of production of the picture.

Doctor LeBaron, who was also chairman of the Military Liaison Committee to the Atomic Energy Commission from 1949-1954 under Presidents Truman and Eisenhower, served as senior policy advisor on atomic energy matters to four successive Secretaries of Defense during the period of rapid postwar atomic buildup.

AA Is Dickering for New Studio Site in San Fernando Valley

Negotiations are under way for Allied Artists to acquire new studio facilities in the San Fernando Valley, California, it was announced here yesterday by G. Ralph Branton, vice-president.

G. Ralph Branton

En route here, Branton conferred in Chicago with Arthur Helwig, Midwest financier and chairman of the board of Standard Railway Equipment Corp. Helwig also heads the Sherman Park Development Co., an investment group which recently financed and built large commercial developments in the southern California area.

Under consideration by the Sherman Park Development Co. is a 26½-acre site in the San Fernando Valley, on which the studio will be built exclusively for Allied Artists, under a long term lease with a minimum of 10 sound stages and the most advanced studio equipment, Branton said.

Branton pointed out that the acquisition of more space is essential under the expanding production policy of the studio, and that at the present time Allied is utilizing four outside studios in addition to its own.

Meyers, UA District Manager, Is Dead

Fred Meyers, New York-Metropolitan district manager for United Artists, died of a heart ailment on Monday at Beth Israel Hospital here. He was 58. Funeral services will be held tomorrow at 11:30 A.M. in George T. Davis Chapel, New Rochelle.

Born in New York City, Meyers was a veteran of 43 years in the exhibition and distribution branches of the motion picture industry. He took over the sales post that he held at the time of his death in 1951, when the Arthur Krim management group assumed control of United Artists.

Meyers entered the industry in 1912, serving as assistant manager and manager of a number of New York City theatres until he joined the sales force of First National in 1925. Four years later he moved over to RKO as a film buyer. In 1941 he was named Eastern division sales manager of Universal and continued in that post until 1950, when he became general sales manager for R. W. Alcorn Productions. He was a member of the Motion Picture Pioneers, Variety Club and Cinema Lodge of B'nai B'rith.

Lodge's Cadillac Goes to Blowitz

William F. Blowitz of the Blowitz-Maskel publicity agency in Hollywood was awarded a 1955 Cadillac sedan at the climax of Cinema Lodge of B'nai B'rith fund-raising activity, it was announced by lodge president Max E. Youngstein following a luncheon meeting at Toots Shor's Restaurant here yesterday.

Sees a $4,000,000 Gross for 'Fighter'

Kirk Douglas' Byrna Production of "The Indian Fighter," which United Artists will release at Christmas, will gross an estimated $4,000,000 in the domestic market, according to producer William Schorr.

Schorr, speaking to the trade press at the UA home office yesterday, said that the distribution company is trying to secure 250 playdates for the holiday release which has been produced in CinemaScope and color by Technicolor.

"The Indian Fighter," which was produced at a cost of over $1,000,000, is the first of six films which Byrna Productions will make for UA release.

Planning Two More

Schorr said that his future plans include the production of "The Story of Homer Lea" as an independent venture and that he is also associated with Billy Wilder on another film. Commenting on "Homer Lea," Schorr said that he is thinking of making a television play before the film story because it would "draw more interest from financial people."

"On the legitimate stage, a play has out-of-town tryouts, so why can't an independent producer use television as an 'out-of-town' tryout for his motion picture," Schorr said. "I have always felt that this is practical, especially for independent productions. In fact, if the TV show is successful, the television network may also decide to back the film production of the same production."

Splendora Prospectus Names Management

The directors and officers of Splendora Film Corp., which was incorporated last February for the purpose of producing motion pictures and filmed television shows mainly utilizing Negro talent, are listed in a prospectus. Named as president and director is Warren Coleman; Noble Sissle, vice-president and director; Emil Velazco, treasurer and director; Max P. Kaplan, secretary and director; Robert L. Drake, Paul M. Hughes and H. Leopold Spitalny, directors.

Yeshiva University To Cite Sam Rosen For His Aid to Youth

Samuel Rosen, executive vice-president of the Stanley Warner Corp. and leader in Jewish communal affairs, will receive a Certificate of Award from Yeshiva University at its 10th annual charter day dinner on Nov. 6, at the Hotel Sheraton-Astor, it was announced by Dr. Samuel Belkin, university president.

Samuel Rosen

Rosen will be cited for his "devoted and sympathetic understanding in advancing the spiritual and cultural heritage of Judaism and for meritorious service to the American-Jewish Community by furthering the training of young people at Yeshiva University, the first American university under Jewish auspices."

SRO Asks Dismissal Of Chesapeake Suit

Selznick Releasing Organization yesterday in Federal Court here asked for the dismissal of a $100,000 suit brought against it by Chesapeake Industries which charged that SRO had breached a 1949 contract under which Chesapeake, through its subsidiary, Eagle Lion Classics, would distribute 10 pictures.

Under the contract, Chesapeake said it was required to submit licensing contracts to SRO for approval but that the latter withheld such approval.

In its motion for the dismissal, SRO asserted that its pact with Chesapeake terminated when ELC was sold to United Artists and that, further, under California law, where the deal was made, the statute of limitations is four years and that the period had elapsed.

A hearing on the motion will be held here on Friday.

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Three Little Words
that mean so much...

♫ Guys
And
Dolls ♫

THE STORY BEHIND THE STORY...

1954

March 4—Samuel Goldwyn's bid for $1,000,000 for "Guys and Dolls" revealed as the highest ever made for a motion picture property.

July 9—Actual signing for "Guys and Dolls" takes place.

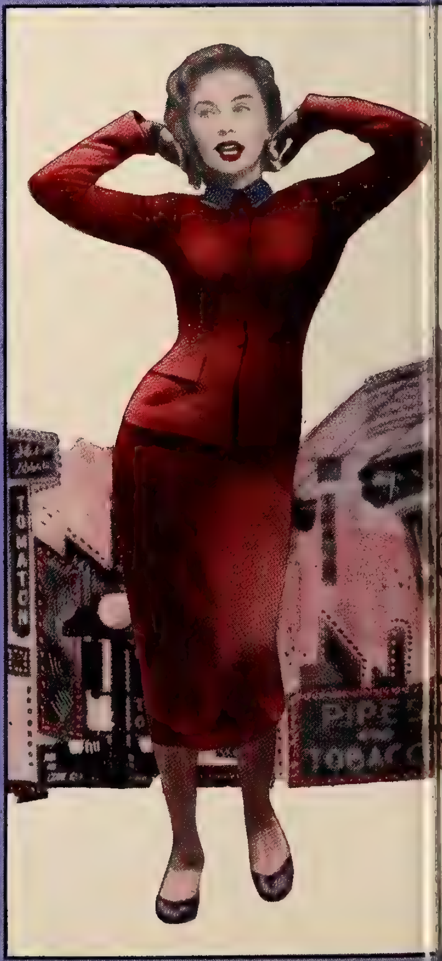
July 9—Joseph L. Mankiewicz is signed to write the screen play and direct "Guys and Dolls."

July 28—Michael Kidd is signed to do the choreography.

August 1—Mr. Goldwyn makes the announcement that startles the motion picture world. Marlon Brando agrees to play the role of Sky Masterson in which he will sing for the first time.

September 16—Vivian Blaine, who created the original role of Miss Adelaide, is signed for the screen part.

September 19—Frank Sinatra gets the coveted role of Nathan Detroit.



September 21—Jean Simmons, who never before appeared in a musical, rounds out the principals by signing to play the mission girl, Sarah Brown.

1955

March 14—Exactly at 9:02, Director Mankiewicz turns the cameras on the "Fugue for Tin Horns" number.

July 9—The last take of "Pet Me Poppa" is finished at 5:45, ending one of the longest and costliest shooting schedules. "Guys and Dolls" came in at upwards of $5,500,000.

July 15—Nation-wide poll on "Guys and Dolls" begins in 52 cities.

August 15—Report of coast-to-coast survey of 15,500 persons in 52 cities shows that "Guys and Dolls" has the greatest advance want-to-see interest of any picture since "Gone With the Wind."

August 22—World Premiere booking of "Guys and Dolls" for the Capitol Theatre, New York.

August 23—Chicago Theatre, Chicago, books The Picture of The Year.

August 25—The Paramount Hollywood Theatre, Los Angeles, announces it has closed deal for year's biggest attraction.

September 1—The Astor Theatre, Boston, tells its patrons the good news.

September 6—The Goldwyn Girls start on long nationwide tour of promotion. First cities visited yield a golden harvest of newspaper, radio and TV publicity.

September 8—Keith Theatre, Washington, joins first theatres in America to book "Guys and Dolls."

September 13—A Las Vegas hotel bids $50,000 for one week's engagement of "Guys and Dolls."

September 15—Randolph Theatre, Philadelphia, is added to list of celebrated showshops to play America's own musical.

September 16—Adams Theatre, Detroit, electrifies its patrons with the announcement of booking "Guys and Dolls."

September 19—Life magazine devotes 10 pages and a full color cover to "Guys and Dolls."

September 21—Orpheum Theatre, New Orleans, tells the South the good news.

September 21—Riverside Theatre, Milwaukee, publicizes its happy booking to the fans.

October 9—Ed Sullivan, on his CBS-TV Show, telecasts a half-hour Salute to "Guys and Dolls."

NOTE: This is just the beginning. Day by day the build-up grows as the national publicity mounts, as ads begin to break everywhere and TV and Radio add countless millions of "want-to-see" to the greatest potential advance audience ever created for a motion picture.

SAMUEL GOLDWYN'S

GUYS AND DOLLS

starring

MARLON BRANDO
JEAN SIMMONS
FRANK SINATRA
VIVIAN BLAINE

with

ROBERT KEITH • STUBBY KAYE • B. S. PULLY • JOHNNY SILVER

and

THE GOLDWYN GIRLS

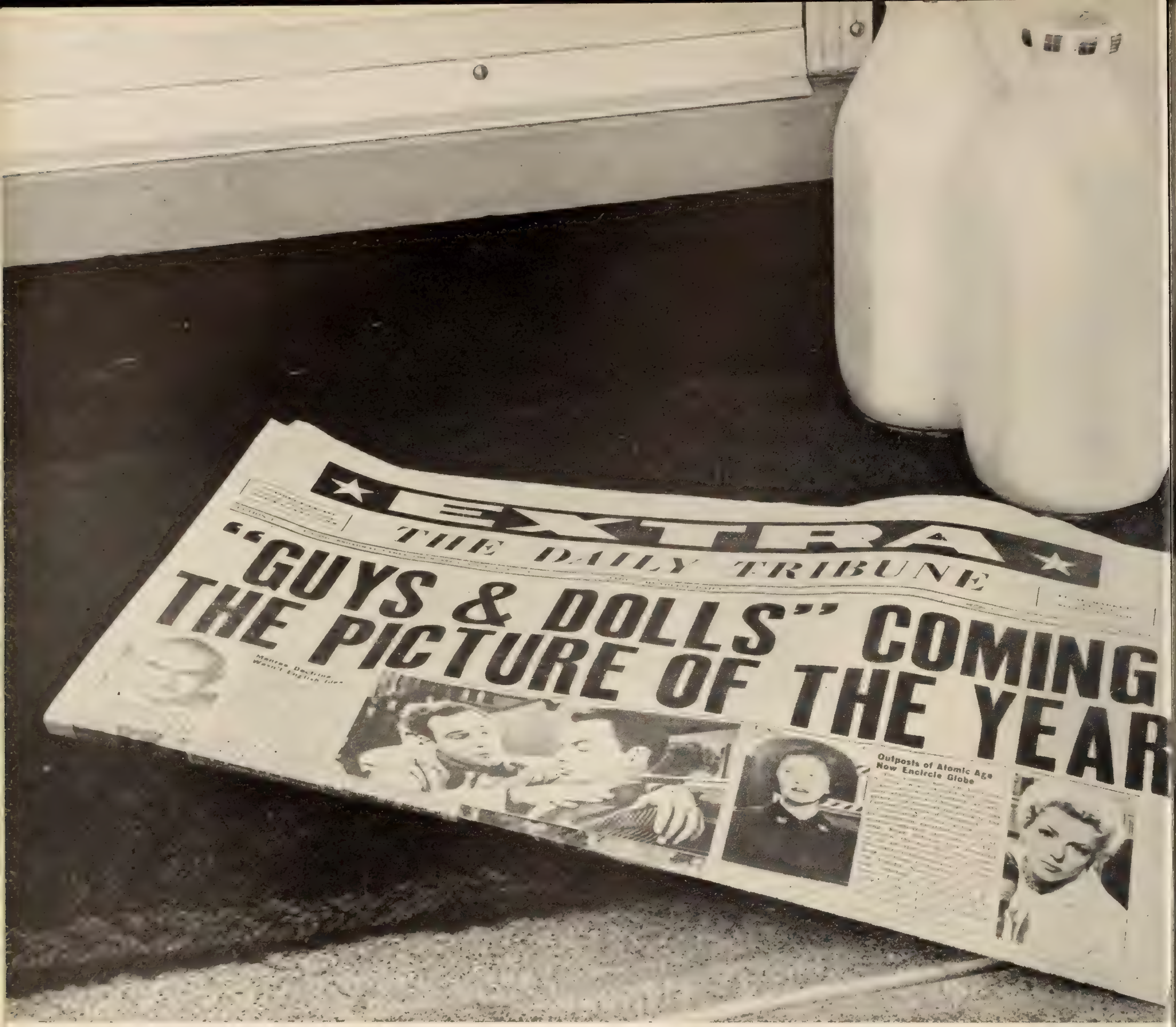
Written for the Screen and Directed by
JOSEPH L. MANKIEWICZ

Music and Lyrics by FRANK LOESSER

Choreography by MICHAEL KIDD

in CINEMASCOPE • Photographed in EASTMAN COLOR

Distributed by M-G-M


EXTRA
THE DAILY TRIBUNE
"GUYS & DOLLS" COMING
THE PICTURE OF THE YEAR
Monroe Doctrine Wasn't English Idea
Outposts of Atomic Age Now Encircle Globe

ON AMERICA'S DOOR-STEP!

PRIN
IN
U.S

Tri-State

(*Continued from page 1*)

geles. The first resolution opposed any governmental or any other interference—such as attempting to fix prices or put a ceiling on film rentals. The second simply pointed out the advantages to settlement of disputes instead of taking them to court.

George G. Kerasotes, representing the TOA president, spoke to the closing session, calling on exhibitors to "be energetic, intelligent business men and showmen again and get off the roller coaster."

"Let us dispense with lawyers running our industry and again assume the initiative ourselves in conducting our affairs," Kerasotes said. He urged exhibitors to set up machinery on the state level that can "properly serve its members on arbitration and conciliation," and urged that exhibitors create more harmony in relations with distributors, increase public interest in theatres, help bring a single trade organization into being that represents all exhibitors, aid in preventing theatre closings and to work for production of more good pictures.

Robert Coyne, of the Council of Motion Picture Organizations, discussed the Audience Award poll and urged exhibitors to participate.

Pioneers Dais List

(*Continued from page 1*)

roster of film industry personalities who have been invited to sit on the dais at the Nov. 4 affair, to be held at the Waldorf-Astoria here.

The list includes Jack Alicoate, Richard Altschuler, Barney Balaban, Robert Benjamin, Nate J. Blumberg, Harry Brandt, Walter Branson, Steve Broidy, Max A. Cohen, Jack Cohn, Geo. F. Dembow, Sam Dembow, Jr., Jay Emanuel, Gus Eyssell, Claude Ezell, Si Fabian, Ed Fay, Charles Feldman, Frank Folsom.

Also, William J. German, Leonard H. Goldenson, Sam Goldwyn, James R. Grainger, Abel Green, William J. Heineman, Eric Johnston, Benjamin Kalmenson, Harry M. Kalmine, Arthur Krim, Al Lichtman, Abe Montague, Ed Morey, Charles Moskowitz, John J. O'Connor, Robert J. O'Donnell, Dan O'Shea, Hon. Ferdinand Pecora, Sam Pinanski, Martin J. Quigley.

Also, Milton Rackmil, Charles M. Reagan, E. V. Richards, Jr., Sam Rinzler, William F. Rogers, Samuel Rosen, George Schaefer, Alfred W. Schwalberg, Sol A. Schwartz, Gradwell Sears, Ben Shlyen, Geo. Skouras, Spyros P. Skouras, Wilbur Snaper, Joseph Vogel, Major Albert Warner, George Weltner, Herbert Yates and Adolph Zukor.

UIEC Delegates

(*Continued from page 1*)

UIEC, and of the Italian Association of Exhibitors, will preside at the three-day convention which starts tomorrow. Myron Blank, president of Theatre Owners of America, arrived here from New York by plane yesterday to attend the convention as TOA's official representative.

Blank Addresses the U.I.E.C.

(*Continued from page 1*)

released yesterday by the TOA headquarters here.

Blank, recognizing a claim by foreign producers that "Americans refuse to run" many foreign pictures, stated that U. S. theatremen do not book many foreign films because "we cannot make money on them. People of all nations are different. What one country might consider successful entertainment will not be true in another country.

"But, I want you to know now, there isn't a picture made in any country of the world that the exhibitors of America won't be anxious to run if they feel they can make a profit by running it."

The TOA president, saying that an interchange of ideas and a better understanding of each other will be helpful to all exhibitors, praised the product of European countries and of Japan and asked for a better understanding of American exhibition needs.

Cites Problem of Product

"Product for our theatres is becoming an ever increasing problem and the number of pictures available to us through Hollywood become less and less as long as our present laws exist," Blank said. The Des Moines theatre executive cited statistics accumulated in the past six years—"Up until 1949 most major producing companies owned theatres and had much more money invested in theatres than they did in their studios and their greatest profit came from the theatres. Companies would each produce about 36 pictures per year because they realized that for the proper operation of the theatres this number of films, as a minimum, was necessary.

"Some of these pictures were produced in order to develop the new talent which is necessary. The companies were also interested in keeping film rentals at a modest basis, because of their large investment in theatres, so that a fair profit could accrue to the exhibition industry. In 1949, by virtue of the Supreme Court ruling, the companies could no longer own theatres and there was no longer a common ownership between the people who own theatres and the producers of motion pictures.

"No longer could the producers benefit by having income from theatres. Few pictures of the producers made much money. The smaller-budgeted pictures, which generally were not profitable, were more or less considered as a school to develop talent. They are no longer made, so that now, these companies are making only 18 to 20 pictures yearly. In 1950 there were 379 features released by domestic companies, but in 1954, only 232 features were released, or approximately 30 per cent less than the number released in 1950 at the time of divorcement."

Blank, continuing, said that foreign producers "must better understand the types of pictures that will be successful in our market, and if you do, you will develop an industry in your country stronger than anything we have seen in Hollywood."

"Our movie go'ers love action and suspense. They like pictures that have sex if it is kept on a plane that does not bring criticism to the theatre and meets our Production Code requirements. They generally do not like operas or pictures with classical musical themes. They do not like costume or period pictures. They like comedies, but we all know that the humor that is accepted in one country may not be considered humorous in another. Technically, the sound dialogue and photography have to be good, since our audiences are very critical. Our people come to the theatre to be entertained, and through entertainment they must feel complete escape from their everyday problems."

Urges Talent Exploitation

Blank, in citing the likes and dislikes of American audiences, also mentioned the development of talent. "If you want your pictures to be successful in the American market, you must properly exploit your talent," the TOA head said, mentioning the various type of media in which the American public learns of personalities.

He mentioned that American producers only employ proven stories and talent in order to make each picture show a profit. "It is obvious that such a system does not allow for the development of new faces and it has resulted in rising costs for production," he said.

"If 12 more top pictures per year were available in the U. S. market, the theatre gross would increase by $150,250,000 annually, and would produce a film rental of over $50,000,000," Blank said. "This market is ready and waiting for you, and if they are good for the American market, they are definitely acceptable in the world-wide market," the TOA president stated.

Blank also said that the motion picture screen can and should bring about a better understanding of the people throughout the world. He warned that television could take the place of the motion picture screen "if we do not exhibit the best entertainment" and discussed the U.S. exhibitor's opposition campaign to subscription television briefly. He also touched on the technical improvements in motion pictures, discussing Cinerama, Todd-AO and CineMiracle.

'Umberto' Here Nov. 7

Vittorio De Sica's "Umberto D." will have its American premiere at the Guild Theatre here on Nov. 7, it is announced by Norman Elson, president of Guild Enterprises, Inc. Edward Harrison is presenting "Umberto D." in the United States.

PEOPLE

Florence Buckley, short subjects booker for E. M. Loew Theatres in Boston for more than 20 years, is resigning her post. She is to be married on Thanksgiving Day to **William Haverty** of Dorchester.

◆

Frank Greenfield, formerly with the William Morris office here, has joined the sales staff of Mel Gold Productions.

◆

Robert L. Coe has been named regional manager of ABC television station relations department, succeeding **Donald S. Shaw, Jr.**, who has been appointed director of ABC television station clearance.

◆

E. James York has been appointed manager of the merchandising department of Screen Gems, TV subsidiary of Columbia Pictures. For 12 years with King Features Syndicate, York will take over his new post next Monday. **Robert Cooper** has been appointed supervisor of premium merchandising of Screen Gems and **Joyce Selznick** has been named supervisor of merchandising exploitation.

Tevlin Tells

(*Continued from page 1*)

were entertained, finally culminating in its acquisition by General Teleradio.

At one point in the proceedings defense counsel Macklin Fleming introduced a document tending to show that even the government's own 16mm films are 75 per cent restricted from use on television, but the document was not admitted.

Earlier in the day the government continued to cross-examine defense statistician Beggs.

Tevlin will resume his testimony tomorrow.

Ernst Seeks Allies In 'Camera' Case

Invitations to attend a screening of "I Am a Camera" to be followed by a discussion of the Distributors Corp. of America release, and the withholding of a Production Code seal from the film in its present form, have been sent out by Morris L. Ernst, attorney.

Ernst's invitation states that he has been asked by the distributors of the film "to fight the MPAA action," presumably in upholding the Production Code administration on appeal by DCA on the Code seal withholding. The special screening of the film is scheduled for Nov. 2 at the Museum of Modern Art here.

Ernst said he welcomes the opportunity to bring "the important matter of standards and censorship in the motion picture industry" before the public.

Myers

(*Continued from page* 1)

by a question-and-answer period.

Norman Glassman asked if the result of this bill would tend to cut the quality or quantity of pictures when the producers realized that there will be a fixed maximum price for films? Myers answered "not the quality, as the competition with TV and the amusement dollar is too keen. The quantity might be reduced somewhat at first but not when the proper stabilizing comes under the new system."

Julian Rifkin asked two questions. (1) As theatres are regarded as a communication industry, should the theatre owners not have something to say about what is produced and what is shown to our public? Myers answered "that comes under the heading of censorship which the Supreme Court has ruled invalid and illegal."

Rifkin then asked, "Can independents have our theatres classified in the proper grouping? As a board is to do this classification, it might be difficult as each exhibitor feels he is in a class by himself?"

Replies 'In Speculation'

Myers replied, "I can only answer this in speculation but I doubt if the agency would put any theatre in the wrong classification. May I remind you that if the choice is between action and inaction, we are going to lose a great many theatres in a short time. I believe that legislation is the means of getting nearer to our goal."

Donald McNally asked, "If the producers are limited as to maximum film rentals they can charge, say five million for one picture, could they not make two films at two and a half million and be better off?" Myers agreed.

When Nathan Yamins asked Myers if there is anything in the bill which involves regulating prices a theatre should charge, Myers answered hotly "Of course not. If there were, I could be strung up."

Arthur Howard stated that he would like to explore the chances of the passage of the bill. "It seems to me we have a big selling job on our hands with TOA against it," he said.

Myers answered, "If the exhibitors don't want the bill, then there is no chance of its being passed, but that's not been our experience."

No Fear of Television

When Rifkin asked if there is a danger of this bill driving Hollywood producers into producing films for television," Myers said, "this doesn't follow, as economics show. The producers sell us, the theatre men, because they can get more money from us."

On the subject of film rental, which was the last matter on the agenda, the session was closed to the press but information will be forthcoming from IENE headquarters as soon as decisions are reached.

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REVIEW:

The Tender Trap

M-G-M—CinemaScope

A HIGHLY DIVERTING, and sophisticated comedy drama, played spiritedly by Frank Sinatra, Debbie Reynolds, David Wayne and Celeste Holm is "The Tender Trap." With Sinatra as a successful actor's agent, and eligible bachelor, and the Misses Reynolds and Holm as both clients and heart-interests of his, the picture makes use, fore and aft, of the Manhattan of easy romances, perpetual partying, career gals in fetching clothes, luxurious apartments and storied backgrounds.

In short, what glamor Manhattan represents to many outlanders is laid on lavishly in "The Tender Trap."

Sinatra is very much the man about town, pursued by, even more than pursuing, a bewildering variety of femininity when his boyhood friend from the Midwest, played by Wayne, arrives for a visit, and a vacation from a wife and three children.

When Wayne observes Sinatra bypassing Miss Holm, whom Wayne becomes attached to, for Miss Reynolds, who frankly is in search of a husband rather than a career, he begins to regard his friend's existence as less enviable than he had at first supposed. Wayne endeavors to console Miss Holm and in doing so reawakens Sinatra's interest in her. Sinatra proposes and is accepted and, on the same night, accidentally meets and falls into the arms of Miss Reynolds, with whom he had quarreled earlier. He proposes to her, too, and is accepted.

With the situation known to both girls, Sinatra loses both and leaves on a business trip to Europe. On his return he attends Miss Holm's wedding to a neighbor of his, played by Tom Helmore, and is reunited, for keeps, the script says, with Miss Reynolds, whom he meets at the wedding.

The direction by Charles Walters keeps the action moving smoothly. There are many bright and risque lines and humorous and intimate situations provided by the screen play by Julius Epstein, based on the play of the same title by Max Shulman and Robert Paul Smith. In fact, several "necking" scenes are depicted in such detail as to be questionable for general patronage. Lawrence Weingarten produced. Some fine sets and attractive women's clothes are effectively displayed in Eastman Color and CinemaScope. Sammy Cahn and James Van Heusen have contributed the title song, "(Love Is) The Tender Trap," which is sure to be heard often anon.

Running time, 111 minutes. Adult classification. Release, November.

SHERWIN KANE

Alter D.C. Theatre

WASHINGTON, Oct. 25.—Washington theatre owner Bernard Lust announced that work on the renovation of the Hippodrome Theatre here to a legitimate theatre has begun.

Charge of 'Indecency' Hits Lorain Drive-in

Special to THE DAILY

COLUMBUS, O., Oct. 25. — The Lorain, O., city prosecutor, Ray Miraldi, will prosecute Richard Kline, manager of the Lorain Drive-in, under provisions both of an old Ohio law against showing indecent pictures and under the new law against having such film in his possession.

Miraldi made the charge following a defense demurrer Monday which pointed out that the new law did not go into effect until Oct. 6, one day after Kline was arrested for showing "Teaserama" to minors. The old law, still in effect, provides penalties for showing indecent films to anyone, regardless of age.

Allied Film Clinics

(*Continued from page* 1)

the clinics will be reported to the convention on the afternoon of Nov. 9 for discussion and action. The clinics will be limited to exhibitors, but when the reports from the clinics reach the floor, the issues raised will be discussed openly for all to hear.

N. E. Allied

(*Continued from page* 1)

by president Edward W. Lider to draft a resolution to the effect that Allied members of this territory are in favor of COMPO with certain "strings."

It was believed here that the reservations would, in some measure, be patterned on Indiana Allied's demand for "guarantees" before continuing its COMPO support. The Hoosiers listed the following reservations: That no COMPO programs or policies be initiated until after approval by the nine charter organizations; that these units have ample time to study each subject; that COMPO work in closer liaison with all its units and that COMPO regularly issue a financial statement showing operating costs.

Conducted by Snaper

Today's COMPO session was conducted by Wilbur Snaper of New Jersey and a member of COMPO's governing trio. In his opening address, he said that when he first represented Allied on the COMPO board, he felt that he was "guarding a corpse." He said he protested the waste of money, but that he soon discovered that the organization was not dying. The Audience Award plan was rolling along and he said he felt that the tax problem needed an organization such as COMPO. With proper management and adherence to the constitution, COMPO can serve the industry, he said.

Nathan Yamins of Fall River, Mass., veteran Allied leader, disagreed with Snaper. Yamins said he believed that "exhibitors can band together to fight the admission tax without COMPO, thus enhancing Allied's prestige."

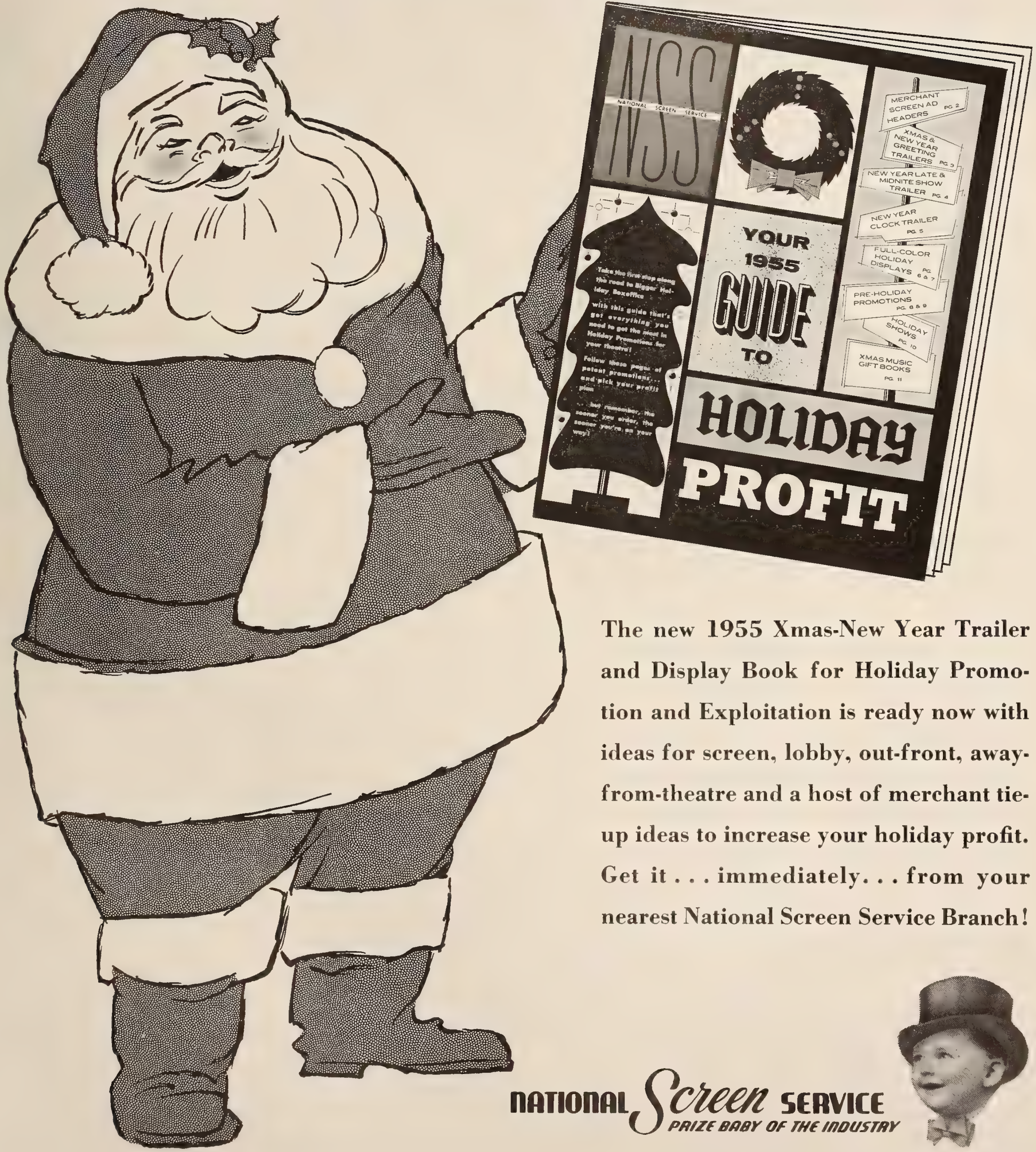
Urges 'Lip Service' to COMPO

Speaking in favor of renewing membership for another year was Julian Rifkin, who said he would like to have the New England delegates to the Allied convention in Chicago next month go on record favoring COMPO support with reservations. Norman Glassman stated he preferred the delegates attend the convention prepared to give "lip service" to COMPO, but not as a dues-paying member.

Martin in Praise of Theatres; Hopes for More Tax Relief

WINCHENDON, Mass., Oct. 25.—At the banquet of Independent Exhibitors of New England Joseph W. Martin, Jr., said, "The motion picture industry is an important segment of our national economy. Theatres were closing by the score and many more were on the brink of disaster before the last Congress reduced and granted the tax relief. I have every reason to believe that the finances of this nation can have a reduction of these excise taxes. It was necessary to retain the excise taxes for spending on heavy defense, but that does not alter the fact that many of these excise taxes are discriminatory and unfair.

A Holiday Gift from N.S.S.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Take the first step along the road to Bigger Holiday Boxoffice
with this guide that's got everything you need to get the most in Holiday Promotions for your theatre!
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NEW YEAR LATE & MIDNITE SHOW TRAILER PG. 4
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FULL-COLOR HOLIDAY DISPLAYS PG. 6 & 7
PRE-HOLIDAY PROMOTIONS PG. 8 & 9
HOLIDAY SHOWS PG. 10
XMAS MUSIC GIFT BOOKS PG. 11

The new 1955 Xmas-New Year Trailer and Display Book for Holiday Promotion and Exploitation is ready now with ideas for screen, lobby, out-front, away-from-theatre and a host of merchant tie-up ideas to increase your holiday profit. Get it . . . immediately. . . from your nearest National Screen Service Branch!

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PRIZE BABY OF THE INDUSTRY

GO SHOWMANSHIP DURING THE "GEO. F. DEMBOW SALES TRIBUTE", SEPT. 5-DEC. 15

Skouras

(Continued from page 1)

citizens from all walks of public and private life will attend the function. At $100 per plate, it is estimated that $150,000 will be realized for the 1956 March of Dimes campaign.

The dinner committee includes Cecil B. DeMille, Marshall Field, James A. Farley, Conrad Hilton, Lt. Gen. Willis D. Crittenberger, Howard S. Cullman, Ned E. Depinet, Robert W. Dowling, Keith Funston, Bernard F. Gimbel, Leonard H. Goldenson, Adm. William F. Halsey, Oscar Hammerstein, II, Mrs. W. Averell Harriman, Hon. Herbert Hoover, Walter Hoving, Eric Johnston, Brig. Gen. John Reed Kilpatrick, Herbert H. Lehman, Herbert Bayard Swope, Juan T. Trippe, Alfred Gwynne Vanderbilt, Thomas J. Watson and Cornelius Vanderbilt Whitney.

AA Negotiating Alpine Release

Allied Artists Pictures Corp. is nearing completion of negotiations with Alpine Productions, Inc., for the distribution of "Confession" in the Western Hemisphere.

The film stars Sydney Chaplin, Audrey Dalton and John Bentley.

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

TELEVISION'S first full-hour, Monday through Friday dramatic program, (live) "NBC Matinee Theatre," (3:00-4:00 P.M.) will be launched Monday, Oct. 31, by executive producer Albert McCleery, who'll direct the initial stanza, "Beginning Now," starring Louis Hayward. The John P. Marquand story was adapted for TV by Frank Gilroy. Janet de Gore, young Broadway and TV actress who recently planed to the coast for a featured role in a forthcoming "Schlitz Playhouse of Stars" telefilm, has been signed for the role of "Tess" in the second vehicle of the series, "Make Believe—Mother." . . . The recent addition of 17 new stations to the 123 which have been playing the CBS Telefilm series, "Annie Oakley," makes the Carnation Company the largest single sponsor of any syndicated program. Hollywood's Gail Davis is the gun-totin' star of this brimful of action and adventure in the wide open spaces of the wild west. . . . Hit songwriter Sammy Cahn is being paged not only to write the score of the film but also to produce two CBSpectaculars.

☆ ☆ ☆

Milton Berle

Milton Berle's third television NBColorcast which will be penned and directed by Don McGuire on Tuesday, Nov. 8, will feature the Will Masten Trio and Sammy Davis, Jr. The talented Davis, an ardent collector of Western hardware (six guns) has been practicing for months to become "the fastest man on the draw" in Hollywood. Sooo—so he picks the right day, Tuesday, but the hombre he should be calling on is "Wyatt Earp," and the latter demonstrates his dexterity with the six-gun TVia the ABCorral. . . . Easily the most controversial person in the world of fashion, literally and "figure" actively, Christian Dior, will make his American TV debut Friday, Nov. 4, (10:30-11:00 P.M.) on Ed Murrow's "Person to Person" CBShow.

☆ ☆ ☆

With Robert E. Kintner and Don Sharpe, prexies of and representing ABC-TV and 4 Star Corporation, respectively, participating, negotiations have been completed for the production of a new series of 39 full-hour dramatic telefilms tentatively titled "Wire Service," to star three different Hollywood luminaries alternately. Pix will go into production some time in January at the RKO Pathe studios in Culver City, in London and Paris, and will be seen over ABChannels exclusively in the fall of 1956. . . . The three-day meeting which starts tomorrow at MCA offices in New York will bring together for the first time the entire top echelon of MCA-TV Film set-up. Expansion in sales and operation will be the keynote. . . . No sooner has it been established that negotiations for the merger of T.P.A. and Screen Gems have been discontinued than up pops the new speculation among TV'ers. T.P.A. and Associated Artists. Meanwhile, the Gordon-Sillerman folk are completing distribution plans for the new series, "The Count of Monte Cristo," "Susie" (Ann Sothern), "Halls of Ivy" (Mr. and Mrs. Ronald Colman) and the production of still another teleseries, "Tugboat Annie."

☆ ☆ ☆

Agnes Bernelle, British stage and TV star, and currently moderator of an hour-long commercially-sponsored "World Affairs Discussion" TV series in London, has just planed to New York for a month's look-see at American TV fare with a view to signing up suitable properties for the English TV market. . . . Lou Edelman, producer of "Danny Thomas" and "Wyatt Earp" programs, is due in town from Hollywood for a series of confabs with ABChief Bob Kintner. . . . Art Ford's new bistro, the Valentine Club on E. 56th St. open but a week and already a meeting place for the broadcasting fraternity (and sorority). . . . Screen star Robert Mitchum will make his singing debut on TV when he co-stars with Sarah Vaughan on "CBStage Show" Saturday, Oct. 29.

☆ ☆ ☆

Although on the market less than six months, Guild Films' animated cartoon series, "Looney Tunes," is now piling up sensational ratings in about 60 stations. . . . Big Joe Rosenfield's autobiog (he's the WMGMidnite deejay-philospher), "The Happiest Man in the World," is published by Doubleday & Co. and will be released Nov. 3. . . . Merle Oberon will be hostess this Sunday on the NBColgate Variety Hour.

Goldwyn

(*Continued from page* 1)

from Murrow, Goldwyn commented on a range of topics from the "moviegoing" habit to the Production Code. He said he felt that the "moviegoing" habit has disappeared and when the public is faced with a choice of a "bad" motion picture versus a "bad" TV show, they stay at home and watch the "bad" TV show.

Cites Code's Liberalization

On the Production Code, Goldwyn said that he believed the Code to be a wonderful thing. "We need a Code in our business," he stated, adding, however, his belief that the Code should be "liberalized." He went on to state his belief, though, that the Code has generally been liberalized by the Johnston office.

Answering another query, he expressed his displeasure against the commercial sponsorship of the Academy Awards telecasts, saying they should be free from "auto selling." He said he was opposed to any selection of films for shipment abroad, contending that the good and bad features of American life should be available for exhibition abroad.

In an aside, he said one way to defeat toll TV is to make the issue a presidential election one, as suggested by Brig. Gen. Sarnoff, chairman of the board of Radio Corp. of America. He said he saw a return to prominence of black-and-white photography in motion pictures, suggesting the use of color and various wide screen processes only when it fits the story, which he called of primary importance. His approach when he bought the property of "Guys and Dolls," his current production, was what he could contribute beyond what was contributed on the stage, he stated.

Presented with Painting

The dais included many industry executives, among them Leopold Friedman, Loew's; Robert Mochrie, Sam Goldwyn Productions; Sol Schwartz, RKO Theatres; James Mulvey, Samuel Goldwyn Productions; Charles Reagan, Loew's; Howard Dietz, Loew's; Abel Green, Variety, and Leonard Goldenson, American Broadcasting-Paramount Theatres.

The RSTE, at the conclusion of the meeting, presented Goldwyn with a painting, in honor of his contribution to the communications field.

Hygo Acquires 79 Films for Television

Television Today.. Hygo Television Films has acquired a group of 79 Western features, all of which are first-run for television and will be put into immediate distribution, it was announced here.

The 79 films star such Western names as Jack Luden, Russell Hayden, Bob Allen, Tim McCoy, Buck Jones and Ken Maynard.

Hygo acquired a package of 16 Wild Bill Elliott Westerns last year which resulted in contracts in over 85 television markets, it was said.

National Pre-Selling

"PICNIC" receives considerable assistance from an informative personality story of Susan Strasberg appearing in the November issue of "Seventeen." In fact, the story is led off by a photo of Miss Strasberg and William Holden taken on a production set of "Picnic." Mention is made that this Columbia picture was adapted from William Inge's Pulitzer Prize play and that Rosalind Russell and Kim Novak are members of the cast. Ed Miller, the article's author, recalls that "Seventeen" selected Miss Strasberg as the cover girl for its Young Theatre issue more than a year ago. She is now appearing in the Broadway stage play, "The Diary of Anne Frank."

•

"Guys and Dolls" is advertised on the table of contents page of the Woman's Home Companion's" November issue.

•

Florence Somers, in summing up her review of "Trial" in the November issue of "Redbook," says, "This is a tense melodrama beautifully played and produced."

•

"Family Circle" magazine for October gives "My Sister Eileen" a top illustrated review which credits the film for its "tuneful songs, clever dances, two romances and a young and buoyant cast."

•

Robert Mitchum, star of UA's "Foreign Intrigue," was interviewed by Eleanor Harris for "American Weekly." The article will appear in the Oct. 30 issue. It will be printed on a two-page spread and will have a full-color photo of Mitchum and photos of the two female stars who appear in "Foreign Intrigue."

•

"The Tall Men" will get a substantial plug in the Oct. 30 issue of "This Week." Clark Gable will be on the full color front cover. In the same issue, on a two-page layout, under the title "American Girls Are Getting Prettier," there will be an article bylined by Gable, giving his views on the provocative topic, what constitutes female glamour.

•

A full page is devoted to a review of "Trial," the M-G-M picture now playing at Radio City Music Hall, in the Nov. 15 issue of "Look." Action-packed photos taken on production sets illustrate the penetrating review.

•

A condensed appraisal of 164 motion pictures appear in the October issue of "Parent's" magazine. Each of these pictures is rated as to quality as well as suitability for children of various ages. The pictures are listed in the "Family Movie Guide" department.

•

A striking full page ad on "Desperate Hours" appears in the current issue of "Collier's."

WALTER HAAS

REVIEW:

Rebel Without a Cause

Warner Brothers-CinemaScope

A SHARP, BITING study of juvenile delinquency is offered by Warner Brothers' "Rebel Without a Cause," a CinemaScope and WarnerColor feature which is violent and realistic in all aspects—dialogue, action and suspense. This film is for mature theatre patrons and it offers exhibitors a good opportunity to be rewarded at the box-office.

The production is a study of a high-strung teen-ager, born to parents who lavish gifts on him in a futile attempt to gain his respect and affection. This is not light, frothy entertainment, but a heavy dramatic effort which is a penetrating inspection of emotions and motives in the lives of the characters—the black-booted and jacketed teen-agers, complete with jeans and switchblades, and self-centered parents who disregard the feelings and emotions of their children.

The late James Dean, recently killed in an automobile collision, is presented in the starring role—that of the misunderstood youth who is not "chicken" and to prove it, enters into violent situations, among them being a switchblade knife fight, a stolen car race atop a cliff which ends in the death of another youth, and a climactic and compelling scene in which another youth is shot to death by the police. Out of the chaos comes peace—for the misguided Dean, his parents, portrayed by Jim Backus and Ann Doran, and his girl friend, Natalie Wood.

The story, by Nicholas Ray, who also directed, shows Dean having difficulty making friends at high school. He makes one brief contact with Miss Wood, and another, more touching, with Sal Mineo, an eccentric and lonely child, who looks up to him. Dean clashes with Corey Allen, leader of the school's "wild bunch" and is forced into proving his courage in a "chickie run," a game in which the principals drive stolen cars toward a cliff edge with the first man pumping for safety being labelled "chicken." Dean falls safely, but Allen is trapped and killed. The late actor of promise and Miss Wood, consoling each other, are warned by Mineo that Allen's friends are seeking a revenge. In an action-packed suspenseful finale, Mineo goes berserk with a gun.

The portrayals by the youngsters are effective. Others in the cast are Rochelle Hudson and William Hopper, who portray the lackadaisical parents of Miss Wood; Marietta Canty, the Negro maid who loves and mothers Mineo; and Edward Platt, the sympathetic juvenile officer. The screenplay was written by Stewart Stern from an adaptation by Irving Shulman. David Weisbart produced.

Running time, 111 minutes. Adult audience classification. For October release.

LESTER DINOFF

TV Set Sales Up 14% In 8-Month Period

From THE DAILY Bureau

Television Today..

WASHINGTON, Oct. 26.—Retail sales of television receivers during the first eight months of this year were approximately 14 per cent higher than during the same 1954 period, the Radio-Electronics-Television Manufacturers Association has reported.

During August, a substantially greater number of both radio and television sets moved into the hands of consumers than had been the case in either July of this year or August, 1954, the association noted.

Television retail sales totaled 586,577 units in August compared with 381,567 sets sold in July and 484,533 receivers which moved into the hands of customers in August, 1954, RETMA reported. From January through August, 4,171,139 TV receivers were sold at retail compared with 3,658,927 sets in the same 1954 period.

'Pompey's' Stars to Cover 15 Cities

"The View From Pompey's Head" in CinemaScope, 20th Century-Fox's Thanksgiving holiday attraction, will be pre-sold to audiences during the next two weeks through an extensive personal appearance tour by stars Richard Egan and Dana Wynter covering 15 key cities, it was announced.

The promotional campaign was designed to achieve a two-fold purpose: introduce two of Hollywood's new personalities to audiences across the country, and to focus major advance attention on the filmization of Hamilton Basso's novel in which they are top-cast with Cameron Mitchell.

Nicholas Dandio Dies

NEW HAVEN, Oct. 25.—Nicholas Dandio, manager of the Guilford Theatre, is dead of a heart attack. His son, Frederick, is owner-operator of the Guilford and White Way Theatres.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

COLE Products Corp., Chicago, has a new automatic cup hot beverage dispenser. It is equipped to serve six different drinks, including coffee four ways, hot chocolate, hot soup or tea. Called the "Hotspa," it has a cup capacity of 780 and five containers for the all-dry ingredients. For patrons wishing extra cream and sugar there is a section controlled by push-buttons. The unit is finished in maroon and grey and is also equipped with an illuminated selection display panel.

•

For drive-in refreshment service L. L. Antle and Co., Inc., Atlanta, has a new kitchen utensil designed to strain and filter hot cooking fats simultaneously. Called the "Anco Grease-Miser," it is made of stainless steel. It operates to keep the fats clear and clean for longer use by means of a strainer bag and a special filter disc. The latter feature is said to be a new discovery for hot filtering.

•

The U. S. Rubber Co., New York, has introduced four additions to its "Naugahyde" upholstery line. They include two new patterns and a new finish in "Elastic Naugahyde" and a new pattern in "Breathable Naugahyde."

•

The Sweden Freezer Corp., Seattle, Wash., has a new model "211" Shakemaker. It is a compact back bar shake machine completely self-contained. One of its features is the new "Air-O-Metric" mix feed system which is said to need no adjustment. Production capacity is rated at four 12-ounce shakes a minute. A ¾ h.p. hermetically sealed water-cooled condensing unit furnishes refrigeration, while a 1/3 h.p. motor powers the dasher. It is finished in polished stainless steel and baked white enamel.

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MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 82 NEW YORK, U. S. A., THURSDAY, OCTOBER 27, 1955 TEN CENTS

Slate Skouras

To Unveil New 20th Filming, SoundMethods

To Demonstrate 55mm. For Allied Convention

Technical advances in sound reproduction and photography by 20th Century-Fox are expected to be unveiled for the first time by Spyros P. Skouras, president, at Chicago's joint Allied-equipment meeting next month.

According to an announcement by Theatre Equipment and Supply Manufacturers Association, Skouras also will discuss details of the company's new 55mm. filming process on Nov. 8, the day following a demonstration at a Chicago theatre. It will

(*Continued on page 6*)

'Diamond Jubilee' Plan Given to Compo; Involves '60 Best'

The governing body of the Council of Motion Picture Organizations, the triumvirate, has been offered a plan to launch a project celebrating the 60th diamond jubilee anniversary of the motion picture industry at their next meeting, reportedly set to take place following the Allied States Association convention.

The diamond jubilee plan was presented to COMPO by Sig Maitles,

(*Continued on page 6*)

Brandt Asks Starr to Retract CS Comment

A request that Alfred Starr, chairman of the executive committee of Theatre Owners of America, retract his public criticism of the CinemaScope medium was made here yesterday by Harry Brandt, president of Independent Theatre Owners Association.

The request was in the form of a four page public letter to Starr in which Brandt emphasized CinemaScope's growth in the United States and throughout the world and its consequent effect on the box office.

Binford to Bow Out As Memphis Censor

Special to THE DAILY

MEMPHIS, Oct. 26.–Lloyd T. Binford, 88, announced tonight, that he would retire as chairman of the Memphis and Shelby County Board of Censors on Jan. 1, when his term expires. Binford says he would not seek reappointment. He said "younger blood" is needed and "conditions are changing." Binford has headed the Memphis censors for 27 years.

Expects Shift in UK Commercial Video

A forecast that commercial TV in Britain will change to allow program sponsorship along American lines was made here yesterday by Edward Dryhurst, British TV and theatrical film producer.

Dryhurst, who heads Regency Pictures Co., said he would confer with network TV officials on a number of contemplated TV projects of his company.

Speaking of commercial TV in Britain, which bowed only last month, Dryhurst said that U. K. advertisers sooner or later will be sponsoring

(*Continued on page 6*)

'Declined With Thanks'

Arbitration Draft Is Rejected by SCTOA

Harry Arthur Says Formula Won't Cover Intent; One Big Organization Could Do It

By AL STEEN

The Southern California Theatre Owners Association has "declined with thanks" any participation in the proposed industry arbitration plan, Harry C. Arthur, SCTOA president, said here yesterday. Arthur said that the association's board of directors took action on the Coast on Tuesday following a report made by a special committee which had been appointed to study all aspects of the latest draft. The committee was composed of one circuit operator, one independent exhibitor and one buyer for a booking-buying group.

Harry C. Arthur

Rejection of the arbitration formula by the SCTOA was the first by an exhibitor association. Previously it had been approved by Theatre Owners of America, Metropolitan Motion

(*Continued on page 6*)

Skouras Tells EidophorPlans

By WILLIAM R. WEAVER

LOS ANGELES, Oct. 26. – It cost 20th Century-Fox $18,000,000 to get CinemaScope established world-wide, and it will cost about the same figure to do the same with Eidophor, Fox president Spyros P. Skouras stated in testimony given today in the trial of the government's 16mm case against

(*Continued on page 2*)

Because of Recent Successes

Black-and-White Films Staging a Comeback, William German Says

By MURRAY HOROWITZ

A drift back to black-and-white production, with many of the big films being made without color, is discernable in the trade, according to William J. German, president of the firm bearing his name, which sells and distributes Eastman film stock.

W. J. German

German, not belittling the current and future high use of color, nevertheless felt that after a period of marked decline, black-and-white lensing probably has reached the bottom of the cycle and now seemingly is staging a comeback.

For example, German said that one major studio has completed seven productions in black-and-white this year, compared to the three produced without color just a year ago. He credited the tendency to increase the number of black-and-white productions to the box-office successes registered by such films as "From Here to Eternity," "Sabrina," "Stalag 17," and "On the Waterfront."

It's conceded by most studios and distributors, German continued that certain stories could not be improved by color. Besides the story content, German explained, other factors such as costs, color plant facilities and the

(*Continued on page 6*)

RKO Theatres' Net For Third Quarter Up; 39 Weeks Down

Consolidated net income of RKO Theatres for the third quarter of 1955 was $856,678, as compared with $755,033 for the third quarter of 1954 before special items, Dudley G. Layman, vice-president and treasurer, announced. After adjustment for special non-recurring items, the net income was $873,966 for the 1955 period as compared with a net income of $720,985 in 1954.

Net income before deduction of special non-recurring loss items for the first nine months of 1955 was $1,661,434 as compared with $1,710,151 for the first nine months of 1954.

After adjustment for special non-re-

(*Continued on page 6*)

PERSONAL MENTION

DORE SCHARY, M-G-M vice-president in charge of production, will leave here tomorrow for Hollywood.

•

SAMUEL ROSEN, HARRY KALMINE, ARTHUR ROSEN, NAT LAPKIN, LESTER B. ISAAC, HARRY GOLDBERG, CLIFF GIESSEMAN and EVERETT CALLOW, Stanley Warner executives, will leave here Nov. 14 for Hollywood.

•

MANNY REINER, I.F.E. Releasing Corp. general sales manager, will return to New York tomorrow from Boston.

•

ROSSANA PODESTA, Italian actress, will arrive in New York today from Naples aboard the "Conte Biancamano."

•

JOHN C. FLINN, Allied Artists advertising and publicity director, will return to Hollywood today from New York.

•

RUSSELL HOLMAN, Paramount Eastern production manager, is in Hollywood from New York.

•

NAT D. FELLMAN, Stanley Warner executive, left New York yesterday for the Coast.

•

J. H. STEVENS, Paramount branch manager in Chicago, is in New York from there.

•

WALTER FUTTER, president of Vidoscope Lenses, was married here this week to BETTY BARTLEY, actress.

Wedding in Times Sq. Aids 'Guys and Dolls'

A noontime wedding performed in Times Square here yesterday was inspired by a similar scene in Samuel Goldwyn's "Guys and Dolls," which will have its world premiere at the Capitol Theatre nearby on the evening of Nov. 3 for the benefit of the Will Rogers Memorial Hospital at Saranac Lake, N. Y.

Principals in yesterday's nuptials were Adela Welcher, of Santiago, Chile, and Jerome Seltzer, of New York. The ceremony was performed by Rev. Morris Genchrow of Brooklyn.

S-W Dividend

The board of directors of Stanley Warner Corp. has declared a dividend of 25 cents per share on the common stock payable Nov. 25 to stockholders of record on Nov. 7.

Eidophor

(*Continued from page 1*)

five major companies. The statement came toward the close of the Skouras testimony, and was made in connection with the witness' explanation that the Fox policy with regard to selling films to television, which he said the company had opposed from television's beginning as "injurious to our economy," stemmed from his conviction that theatres' best defense against the TV impact is to provide a "superior kind of entertainment on the theatre screen."

Joined With General Sarnoff

The first Fox move in the direction of improving theatre screen entertainment was an investment in the experimentation being conducted by Brig. Gen. David Sarnoff looking toward the development of large-screen television.

Skouras said that Fox invested between $250,000 and $350,000 in that undertaking, on the theory that it would be possible, by this method, and if TV channels could be obtained, to produce a big show in a single auditorium—film, stage entertainment, music, etc.—and present it simultaneously, by private television, in 1,000 to 1,500 theatres.

When this project languished, he said, he turned to Eidophor, which could add color to such a show as previously contemplated, and acquired the process and equipment, which still is in the process of development, with General Electric nearing completion of a practical projection apparatus.

Offered 101 Films to TV

Although the Fox policy against selling feature pictures to television has been constant from the beginning, the witness said, his company did "make available" to television 101 features at one point when, he explained, "we needed some revenue to improve our profit and loss statement." The 101 consisted of a block of Charlie Chan pictures made for Fox release by Col. Wurtzel and a large number of foreign-made features Fox had distributed. The list submitted by counsel and identified by the witness showed the company's revenue from this sale was slightly more than $600,000.

Earlier Skouras had described himself as "conscious stricken" when compelled to make this sale, and had testified that the total amount received from it was "less than one good picture earns in theatres."

Opposes Supplying Competition

Under cross-examination by Government counsel Samuel Flatow, Skouras identified many items of correspondence between exhibitors and exhibitor organizations and himself and explained many passages read to him by Flatow. Repeatedly during this section of his testimony Skouras restated his policy against furnishing product to any applicant who would afford competition to exhibitors.

On a broader basis of inquiry, Skouras explained the company's entry into the production of films for television by saying he believed this can be beneficial to theatres. He cited the instance of "Laura," remade for TV after reissued twice to theatres.

To direct questions as to whether he had collaborated at any time with other distributors or organizations with respect to formulating policy toward television he said he had not.

Figaro to Make Nine Under New UA Deal

The completion of a new agreement under which Figaro, Inc., will make nine pictures for United Artists release during the next four years, was announced yesterday. Five will be produced, directed and written by Joseph L. Mankiewicz, who is under contract to Figaro.

J. Mankiewicz

At least two of the other four properties figuring in the deal will be produced initially as stage plays and then adapted to the screen.

A feature of the Figaro-United Artists agreement calls for the development of young writers, producers and directors. If they can be recruited in sufficient numbers, more than the stipulated nine films will be made.

Meyers Rites Today; UA Closed Half Day

In tribute to the memory of Fred Meyers, United Artists New York-Metropolitan district manager who died here on Monday, the company's home office and New York exchange will be closed this morning during funeral services, which will be held at the George T. Davis Chapel in New Rochelle.

Meyers, who succumbed to a heart ailment at the age of 58, was a veteran of 43 years in the exhibition and distribution branches of the industry. He held the UA district manager post from 1951 until his death.

Daigler, Equipment Executive, Passes

SEATTLE, Oct. 26. – Harold E. Daigler, 64, executive of the B. F. Shearer Theatre Equipment Co., is dead here.

Daigler, who had been in the theatre business for 40 years, is reported to have opened the first theatre in Juneau, Alaska.

TOA Chiefs to Attend Mo.-Illinois Exhibitor Meeting in St. Louis

Special to THE DAILY

ST. LOUIS, Oct. 26.—Top executives of Theatre Owners of America will attend the annual convention of the Missouri-Illinois Theatre Owners at the Chase Hotel here Nov. 21-22. The national organization will be represented by Myron Blank, president; Herman M. Levy, general counsel, and George Gaughan, field representative.

Reservations Reported Heavy

Territorial speakers will include those who have had successful experiences with problems relating strictly to this territory, according to Lester Kropp, MITO president. A large trade show will be a feature of the convention. Kropp said most of the available space already had been reserved.

Home Hails Author Of 'Desperate Hours'

INDIANAPOLIS, Oct. 26.—Today was "Joseph Hayes Day" here as Indianapolis honored the author of the Paramount screenplay, "The Desperate Hours," which last night had its Midwest premiere here at the Circle Theatre under sponsorship of the Indianapolis Council of Women. The city is Hayes' home town.

Hayes and Mrs. Hayes appeared on the stage prior to the start of the performance, and left for their present Connecticut home following the ceremonies, which received considerable newspaper publicity. Hayes' mother shared honors with her son.

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Another Move Made For Sunday Shows In Pennsylvania

Special to THE DAILY

HARRISBURG, Pa., Oct. 26.—Legislation to remove the need for a local referendum for the showing of Sunday motion pictures in Pennsylvania townships was before the Senate Law and Order Committee today following introduction by Sen. John H. Dent, of Westmoreland.

Under Dent's plan, a petition listing the names of 20 per cent of the voters of a township can legalize Sunday opening if submitted to the county commissioners.

The measure, Senate Bill No. 814, also provides that the Sunday question can be placed on the ballot in either general or municipal elections. At the present, such referenda are limited strictly to municipal elections.

Gary Paper Prints Awards Puzzle

Marc J. Wolf of the Y & W Management Corporation, Indianapolis, reported to COMPO this week that the Gary "Post-Tribune" has come up with a contest in connection with the Audience Awards campaign. It is a three-way "What's My Name?" crossword puzzle contest appearing in the Sunday edition of the paper.

First, the crossword puzzle must be worked correctly as in ordinary crossword puzzles. Secondly, the questions in the entry blank accompanying the puzzle must be filled in with the correct answers. All answers to questions in the blank appear in the solution of the puzzle, with the exception of the last name of the Audience Awards nominee whose first name is in the puzzle's center square. The last name of the Audience Awards nominee may be found in a story on the Audience Awards campaign printed in another section of the paper. The number of letters in the nominee's last name and the number of letters in the other answers to the questions are indicated on the blank.

Readers are required to solve the puzzle, fill out the correct answers in the entry blank and mail the blank to the newspaper. Prizes include 10 theatre passes to each of the first five winners, two passes each to the next 20 winners and one pass to the following 60 winners.

Exports of French Films Increase

By HENRY KAHN

PARIS, Oct. 26.—Exports of French films in the first six months of 1955 showed an increase of 13½ per cent compared to the corresponding 1954 period.

Germany was France's best film customer, followed by Belgium, Switzerland and Great Britain.

To Cite Talent 1915-1925

Eastman House Sponsoring Festival of Film Artists

Special to THE DAILY

ROCHESTER, N. Y., Oct. 24.—Players, directors and cameramen, still living, who made significant contributions to the American motion picture through the decade of 1915 to 1925, will be honored at the Festival of Film Artists on Nov. 19, sponsored by the George Eastman House here. Awards will be in the form of "Georges," patterned on the "Oscar" idea.

More than 300 ballots have been sent to such stars of the period as Mary Pickford, Lillian Gish, Gloria Swanson, Harold Lloyd, Pola Negri, Richard Barthelmess, Jean Hersholt, Ethel Barrymore, Clara Bow, Colleen Moore, Charles Chaplin, Neil Hamilton, Buster Keaton, Jack Mulhall and to the directors and cameramen of the decade.

Participation Invited

The five winners in each category will be invited to participate in the ceremonies here on Nov. 19.

The festival is being conducted by a committee of which Jesse L. Lasky is chairman. Others in the group are Gen. O. N. Solbert, director of Eastman House; Richard Griffith, Museum of Modern Art Film Library; James Card, curator of motion pictures at Eastman House; Ward Marsh, film critic of the Cleveland "Plain Dealer"; Carey Wilson, Screen Producers Guild; Jack Mulhall, Screen Actors Guild; Frank Borzage, Screen Directors Guild, and Jackson Rose, American Society of Cinematographers.

Three-Day N.O. Fete For 'Gun' Premiere

NEW ORLEANS, Oct. 26.—A three-day celebration will be climaxed tomorrow by the premiere of Samuel Goldwyn, Jr.'s initial film, "Man with the Gun," to be held at Loew's State Theatre here.

The film will open on Thursday on the State Theatre's regularly scheduled morning program and will be on the screen all day. Miss Sharpe and Goldwyn will hold an autograph party in the lobby at 1:30 P.M., and at 7:30 P.M. a parade in honor of the film will be held on the city's famous Canal Street, to be followed by square dancing and ceremonies on the stage of the theatre at 9:15 P.M.

Lord Leases Loew's Poli in Norwich

HARTFORD, Oct. 26.—Lord's Circuit, independent eastern Connecticut organization, has taken over Loew's Poli, 1,400-seat house in Norwich, Conn., on sub-lease from Loew's Theatres, Inc.

The independent circuit has renamed the house Lord's Midtown, and assigned Joseph Comrack, formerly manager of Lord's Norwich, Norwich, as manager. Replacing Comrack at latter house is his former assistant, Mrs. Lillian Coughlin.

Balaban Heads D.C. Auditorium Project

WASHINGTON, Oct. 26.—Paramount Pictures president Barney Balaban has been named chairman of a committe to find a site and draw plans for a new civic auditorium here.

Barney Balaban

Congress set up this year a special commission to work out plans for financing and building the auditorium, which is to include a music, fine arts and mass communications center. Balaban is a member of the commission.

The commission has now named special committees to carry on the detailed work and Balaban was chosen to head the site and plans committee. Actor George Murphy was named a member of a special finance committee.

Col. Foreign Film Unit Rolls in Jan.

The foreign film division of Columbia Pictures, which will be headed by Edward L. Kingsley, will begin operations in January, the film company announced.

Kingsley, who is president of Kingsley International, will retain his present association and will continue to operate his own independent distribution organization.

The special sales division will handle the domestic distribution of imported films and a portion of the pictures which Columbia is producing under co-production agreements around the world.

Turner Consultant On 'Conqueror'

Daniel T. O'Shea, president of RKO Radio Pictures, Inc., has appointed Terry Turner of General Teleradio as special consultant to work with Perry Lieber and his staff on the campaign of "The Conqueror."

Turner who was with RKO for a number of years has been with General Teleradio for three years and returns to his home base with this assignment. His work will not conflict in any way with the RKO advertising department.

Industry Survey

Publication of Census Study By Mid-Dec.

From THE DAILY Bureau

WASHINGTON, Oct. 26. — The Census Bureau expects to start publishing in mid-December the results of its comprehensive survey of the motion picture industry.

Results, covering all branches of the industry, will be issued on a state-by-state basis, over a period of some three months. Somewhere toward the end of that period, national totals will be issued. The motion picture figures will be part of the data collected in the "service trades" category. In addition, the bureau will publish early in 1956 motion picture theatre statistics for a number of large metropolitan cities.

The figures were collected early this year, based on 1954 business. This was the first comprehensive survey of the industry in many years, and will include information on some subjects never before surveyed. The last survey of motion picture production was taken in 1948, based on 1947 business. The last survey of distribution, exhibition and service fields was made in 1949, based on 1948 business.

GPE Net Off; Interim Conditions Blamed

General Precision Equipment Corp. has reported that consolidated net sales for the third quarter of this year totaled $31,456,000, on which net profit, after taxes and minority interest, amounted to $202,000, equal, after preferred dividends, to eight cents per share on 1,031,644 shares of common stock outstanding.

The figures for the corresponding quarter of 1954 were, respectively, $31,141,000, $1,061,000 and $1.15.

The decrease in the net profit and dividends, the company reports, can be attributed to temporary conditions, among which are a strike now in its 13th week at two plants, expansion of facilities and the relocation of manufacturing and engineering operations of several subsidiaries.

'Model' Secretary for Allied Conventioneers

Exhibitors and others attending the Allied convention in Chicago will have the services of a secretary to write their letters, telegrams, etc. The Altec companies have engaged a "Miss Altec" in the person of Marilyn McMann, who was selected from a recent national beauty and talent contest, to serve as a "model" secretary. She will be in Booths No. 56 and 57 at the TESMA-Allied trade show in the Hotel Morrison, Nov. 7-9.

Sens

THIS WEEK
MONTH-LONG PE
THIS WEEK THE
HIS FIR

Lib

IN A BURST OF MUSIC AND
A MAN WHO HE

"Si

...And he'll be telling
40,000,000 TV viewers
all about it on the
ED SULLIVAN SHOW
SUNDAY, NOV. 6!

CO-STARRING JOANNE DRU · DOROTHY MALONE · ALEX NICOL WITH WILLIAM
LORI NELSO

ationally Yours!

HE STARTS HIS MAMMOTH
RSONAL APPEARANCE TOUR! (GEORGE LIBERACE, TOO!)
FIRST ENGAGEMENTS OF
ST STARRING MOTION PICTURE!

erace!!!!

A BLAZE OF COLOR—THE WONDERFUL STORY OF
PS HIMSELF TO HAPPINESS, BY HELPING OTHERS!

ncerely Yours"

FROM WARNER BROS. IN WARNERCOLOR

EMAREST
LURENE TUTTLE · SCREEN PLAY BY IRVING WALLACE · PRODUCED BY HENRY BLANKE · MUSIC ADVISOR GEORGE LIBERACE AN INTERNATIONAL ARTISTS LTD. PROD. DIRECTED BY GORDON DOUGLAS · PRESENTED BY WARNER BROS.

SCTOA View

(Continued from page 1)

Picture Theatres Association and the Independent Theatre Owners Association of New York.

The SCTOA board felt that the draft as it now stands will not accomplish what it was intended to accomplish, Arthur said. It will simply stymie any possible arbitration plan of the future, he added. Arthur said he agreed to a large extent with Abram F. Myers, general counsel of Allied States Association, who said this week that the exclusion in the draft of a definition of clearance and the allowance for two pre-releases a year by each company were detrimental to independent exhibitors. Allied has taken no action on the draft and, although it did not participate in its preparation, the drafting committee "left the door open" for Allied's active entry. Myers stated that the subject of arbitration would be an important issue for discussion at Allied's forthcoming annual convention in Chicago.

Prefers One Organization

"If the various drafting committees can't do better than this in more than five years of trying, it's time all the exhibitor associations got together," Arthur said. "There's only one way that a real arbitration plan can be created and that is to have one big organization to represent all exhibitors. I don't mean that Allied, TOA, MMPTA and ITOA could be welded into a merged association right away, but there could be a working arrangement whereby exhibitors could speak as one voice at the top level."

In effect, Arthur continued, conciliation already is in effect. If a large buying group can't get together on terms with a distributor, there often is an adjustment on a conciliation basis, he said. But the little fellow usually is left out, he said.

Sees Sales Policies As Key

"It's the over-all sales policies of the companies that should be arbitrable," Arthur said. "A change in sales policy is the secret to the whole thing."

Asked if he would present his views at the Allied convention, Arthur said that he probably would not be in Chicago at the time, but added, "then again I might."

To date, the distributors have not acted on the latest arbitration draft.

'Diamond Jubilee'

(Continued from page 1)

independent advertising - promotion specialist.

Under the project, which would be run under the auspices of COMPO with financing to come from within the industry, 60 pictures would be selected and released at a regular rate to theatres. The exhibition of these films, each picture being the best of the year in which it was produced, would be tied in with special promotion events, among them being tie-ups with the diamond-jewelry business. Each picture also would be labeled a "diamond jubilee motion picture."

REVIEW:

All That Heaven Allows

Universal-International

HERE IS A WOMAN'S picture that should register solid grosses at the boxoffice. While the feminine appeal is emphasized heavily, men should like it, too. Its story theme, although not a novel one, is on the plus side, dealing as it does with the loneliness and plight of a young widow in her search for happiness in a small New England town whose social standards are rigidly conventional.

"All That Heaven Allows" is handsomely mounted. In a print by Technicolor, the exterior shots and the interior settings are so beautifully photographed that they point up the action of the story with telling effect.

Jane Wyman portrays the still young and still attractive widow with sincerity and understanding. As the wealthy and socially prominent mother of two teen-agers in college, she falls in love with a man who has two strikes against him: he is younger and, being her gardener, doesn't "belong." Her fight for independence fizzles out when her children create a storm of protest and when her friends stingingly snub her and her sweetheart at a cocktail party. She nurses her heartbreak long enough to see that life's ironies sometimes drive home lessons more poignant than small-town snobbery.

Co-star Rock Hudson is the he-man hero and he plays the role smoothly, if not enthusiastically. Unimpressed by the "what people will say" attitude, he fights the indignities with a minimum of rancor. The story-telling is on a level of good taste throughout so that while the widow's problem is limelighted, the authors have given it no more than surface treatment. However, it is probable that many women who have had similar problems dumped in their laps will find a number of self-identifying situations.

Giving excellent support are Agnes Moorehead, Conrad Nagel, Virginia Grey, Gloria Talbot, William Reynolds and others. Produced by Ross Hunter, directed by Douglas Sirk, the screenplay by Peg Fenwick was based on a story by Edna L. Lee and Harry Lee.

Running time, 89 minutes. General classification. For release in January.

AL STEEN

RKO 3rd Quarter

(Continued from page 1)

curring loss items, the net income was $1,473,722 for the 1955 period as compared with a net income of $1,625,010 in 1954.

The special non-recurring loss item in 1955 of $462,712 included a loss of $500,000 in connection with the cancellation of a lease and a profit of $37,288 from the disposal of a theatre property; and in 1954 a loss of $127,141 from the disposal of theatre properties, resulting in net reductions of Federal income taxes of $275,000 in 1955 and of $42,000 in 1954, which otherwise would have been payable on net income.

20th to Unveil

(Continued from page 1)

be the first demonstration of 20th-Fox's new process.

Skouras' address will be before a joint luncheon meeting and equipment showmanship clinic, sponsored by Allied, TESMA, Theatre Equipment Dealers Association, and the International Popcorn Association, all participating in the convention.

The sound development to be announced, according to the TESMA announcement, will feature high quality and low installation cost to theatres.

German Says

(Continued from page 1)

foreign market are weighed before the studios make a tinting decision.

Color prints increase the cost per picture substantially, he pointed out. In addition, he stated, there are definite plant limitations at the moment as to the number of prints which can be readily processed for color. On the other hand, in the foreign market, German went on, color has a definite pull.

Tracing the rise of color photography since its commercial introduction in the 1920's, German said the use of color in motion pictures appears to have reached maximum utilization in 1954-55 and, although it still remains very, very high, black and white photography now is probably staging a comeback. He compared the 10 feature films made in 1937 to the color bonanza of 1954, when over 60 per cent of all Hollywood productions were released in color. He said his information for the current calendar year indicates that roughly 60 per cent of production will be in color.

Office Here for Rogers

Roy Rogers Enterprises has opened a New York office in the Empire State Bldg. with Conrad Krebs supervising.

LETTERS
TO THE EDITOR

• • •

TO THE EDITOR:

Upon my arrival at my office this morning I found a copy of MOTION PICTURE DAILY of Wednesday, October 19, headlined:

"Marcus Doubts Federal Legislation Best Solution to Current Problems."

When a group of exhibitors were discussing present day problems at a gathering at Columbia Reception for screen star Betty Garrett, I expressed the fact that possibly Federal Legislation may not be the best possible solution to our problems. However, there was no other alternative left to us exhibitors but to request some type of Federal help because distribution did not see fit to solve our problems among us.

Had your representative printed my entire statement, it would have been fine, but he took a sentence out of context and high-lighted the fact that I doubt whether Federal Legislation will solve our problems.

I am still of the opinion that if distribution would be willing to sit down with exhibition and recognize the existing problems, or even if they would follow through with the promises made to the joint committee of Allied and T.O.A. last summer, many of these hardships would be alleviated and these problems solved.—BEN MARCUS, *Milwaukee, Wis.*

UK Commercial TV

(Continued from page 1)

programs there as they do in this country. Currently, he explained, the government only allows the sponsor to buy time as an advertiser buys newspaper space, disallowing the sponsor or advertiser any control of the program preceding or following the advertisement. This can lead to pitfalls, Dryhurst stated, conjecturing how a British automobile manufacturer might feel if a comedy featuring broken down cars, preceded the advertiser's message.

He indicated that the change may come after an appraisal by British advertisers on the effectiveness of the current practices.

Regency Pictures will produce TV commercials, industry documentaries and TV program pictures, as well as theatrical films, he stated. The company recently acquired the Grand, at Brighton, and is converting it into studio facilities, which, said Dryhurst, are sorely needed in Britain.

Dryhurst, at the same time, announced that David Bader, vice-president of Atlantic Television Corp., will be the personal representative of Regency in the U. S.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 83 NEW YORK, U. S. A., FRIDAY, OCTOBER 28, 1955 TEN CENTS

On Nov. 4

Allied's EDC Sets Special Meet in Chi.

Will Announce Starting Date of SSBC Hearings

Special to THE DAILY

MINNEAPOLIS, Oct. 27.—Allied States' Emergency Defense Committee is holding firm on its intention to seek Federal regulation of motion picture distribution practices, Benjamin Berger, president of North Central Allied and chairman of national Allied's EDC, said here today.

Berger announced that EDC members would meet in Chicago on Nov. 4 in advance of the Allied convention "to prepare a report on its activities and its recommendations to Allied membership." Berger added that at the same time, announcement will be made of the date for the start of U. S. Senate Small Business Subcommittee hearings on industry prac-

(*Continued on page* 4)

Col. Far East Meet In Manila Tomorrow

Columbia Pictures International sales executives from all points of the Far Eastern division of the organization are gathered in Manila, for the opening tomorrow of the first convention to be held in that area by Columbia. The meetings will last until Tuesday.

Highlighting the sessions here will be the presence of Lacy W. Kastner, who became president of Columbia International 11 months ago. He is currently on a two-month tour of

(*Continued on page* 4)

Schaefer Loses 1st Count to Gunzburg

From THE DAILY Bureau

HOLLYWOOD, Oct. 27. — First count in George J. Schaefer's suit against Milton L. Gunzburg for a 50 per cent share in the profits from the latter's Natural Vision Corp., on the basis of an alleged oral partnership contract, was dismissed today by Federal Judge Ben Harrison after

(*Continued on page* 4)

IUEC Asks MPAA to Intercede

Standardization of New Media Sought by International Union

By ARGEO SANTUCCI

ROME, Oct. 27.—Expressing the displeasure of many exhibitors attending the International Film Exhibitors Union convention here over the introduction of too many new screen techniques, Italo Gemini, IUEC president, told the meeting today that protests had been addressed to American producers.

Gemini said he had written to the Motion Picture Association of America recommending that the various new systems be unified and, should that prove impossible, that standard dimension versions of all films be made available by producers for those who require them, until such time as standardization can be achieved.

He said he received a reply from

(*Continued on page* 4)

SCTOA's Move On Arbitration Creates a 'Stir'

Rejection of the latest arbitration draft by the Southern California Theatre Owners Association was reported yesterday to have created somewhat of a "stir" in distribution circles, despite the earlier reports that the Coast exhibitor unit was not inclined to be favorable to the plan. As yet, the distributors have taken no action, officially or otherwise, on the newest

(*Continued on page* 6)

Films Cut for TV Use Unsatisfactory: Cohn

By WILLIAM R. WEAVER

LOS ANGELES, Oct. 27.—Ralph Cohn, who has headed Screen Gems, Columbia Pictures subsidiary, since 1949, testified today in the 16mm. trial that his company has produced between 600 and 750 television programs in that period.

Before setting up Screen Gems,

(*Continued on page* 6)

Equipment Clinic Set For Allied Conclave

From THE DAILY Bureau

CHICAGO, Oct. 27.—To the several clinics planned for the convention of Allied States Association, which starts here Nov. 7 at the Morrison Hotel, must now be added the equipment showmanship clinic slated for Nov. 8. Under the direction of TESMA and TEDA, the moderator will be L. W. Davee, of Century Projector Corp.

Jack Kirsch, general chairman of the convention, today expressed the belief that "this clinic will enable ex-

(*Continued on page* 4)

REVIEW:

Sincerely Yours

Warner Bros.—International Artists

HOLLYWOOD, OCT. 27

LIBERACE'S MILLIONS OF IDOLATORS, who have been standing in line, figuratively, to see him in the bigger, broader, brighter, better motion picture medium, are sure to be found waiting in line, literally, in front of theatres throughout the land on the day this expensive production opens. The unnumbered Liberace fans who have thronged concert halls, theatres, vast sports stadia and countless intimate TV-receivers, make up an unestimable ready-made audience for a picture in which they can see and hear him play, sing, dance and—a new dimension of the Liberace talent—suffer! This last, which he does as competently as he

(*Continued on page* 4)

Company Policy

Para. to Keep Merchandising Release Plan

'Desperate Hours' Will Go Into Nat'l Release

By MURRAY HOROWITZ

While "merchandising engagements" for "Desperate Hours" are either completed or being played off, Paramount Pictures plans the continued use of such pre-release engagements, it was stated here yesterday by a Paramount official.

The Paramount official was queried following a report that all "merchandising engagements" for the New England territory had been stopped. The report from a MOTION PICTURE DAILY correspondent came just a few days after Allied States general counsel Abram F. Myers, in an address before Independent Exhibitors of New England, had criticized Paramount for its "merchandising engagements," raising the question of

(*Continued on page* 4)

Premiere of Wilcox Film on London TV

By PETER BURNUP

LONDON, Oct. 27. — In what is regarded here as something of a showmanship coup, Herbert Wilcox obtained without charge the choice 7:30 to 8:00 P.M. time on the Independent Television facilities last night for coverage of the world premiere of his latest picture, "King's Rhapsody," at the Warner Theatre.

The standard rate charge for the

(*Continued on page* 4)

New Officers Elected By Research Council

From THE DAILY Bureau

HOLLYWOOD, Oct. 27.—William Mueller today was named vice-chairman of the board and Eric Stacey vice-president of the Motion Picture Research Council. Y. Frank Freeman is chairman of the board and William Kelley secretary-treasurer.

All company members of the Association of Motion Picture Producers have representatives on the board.

PERSONAL MENTION

HERBERT J. YATES, president of Republic Pictures, and his wife, VERA RALSTON, will sail today aboard the "United States" for Europe.

•

GEORGE WELTNER, Paramount worldwide sales head, will leave New York by plane today for London.

•

MERLE CHAMBERLAIN, head projectionist at the M-G-M studios, and his wife, JOAN, secretary in the short subjects department, will return to the Coast today from New York.

•

TERRY TURNER, special consultant on RKO Radio's campaign for "The Conqueror," will leave New York today for Hollywood.

•

WILLIAM B. ZOELLNER, head of M-G-M short subject sales, will arrive in Charlotte today from Washington.

•

GEORGE NICHOLS, of the M-G-M studio publicity department, will return to the Coast today from New York.

•

SAMUEL GOLDWYN, JR., will arrive in Havana today by plane from New Orleans.

•

ULRIK F. SMITH, Paramount branch manager in Philadelphia, is in New York from there.

•

MARGOT LORENZ, British actress, will arrive here today from London via B.O.A.C.

•

TUTTI CAMARATA, Hollywood composer, left here yesterday for London via B.O.A.C.

•

KATHI NORRIS, television actress, has returned to New York from Omaha.

•

JEAN SIMMONS will arrive here from the Coast on Sunday.

Street Bally Opens 'Brunettes' Here

United Artists' "Gentlemen Marry Brunettes," CinemaScope musical, will have its New York premiere tomorrow at the Mayfair Theatre on Broadway, backed by a campaign including a three-state radio salute, store co-ops and a street bally.

Main event of the opening-day will be a Broadway tug-of-war between teams of blondes and brunettes. The "Battle of the Babes," exploiting the title of the musical film, has been set for wide news, photo and TV coverage.

Meeting Monday on Italian Permit Issue

A meeting originally slated for today will be held Monday by company presidents seeking to resolve the Italian permit issue.

The issue was thrown in the lap of the board of directors of Motion Picture Association of America, composed of company presidents, when the foreign managers could not reach an agreement on the division of Italian permits.

Al Wilkie, Publicist, Dies After Surgery

MIAMI, Oct. 27.—Al Wilkie, well known film publicity executive, died here yesterday following surgery. He was 58 years old. Funeral services will be held tomorrow in North Miami.

Wilkie, who is survived by his wife, Evelyn, and a brother, Charles, of Los Angeles, was for many years publicity manager of Paramount Pictures. He resigned that post in 1947 to come here as publicity and advertising director of Florida State Theatres. He established his own publicity office here in 1953.

Pact Talks Set for SAG Meet Nov. 20

HOLLYWOOD, Oct. 27. – Forthcoming theatrical contract negotiations will be discussed at the general membership meeting of the Screen Actors Guild on Nov. 20, the SAG notified members in a report mailed today.

The report also stated that the guild's nominees for officers and board members are not opposed, and therefore will be installed automatically.

Waldman Joins UA Publicity Division

Walter Waldman has joined the United Artists publicity department, replacing George Nelson, who resigned last week. Waldman, who has been head of the Paramount Pictures publicity writing department since 1952, will take over similar duties at UA, beginning on Monday.

Waldman previously served as a reporter for Variety and Boxoffice, joining the Paramount publicity department in 1949.

UA Slates Preview For 'Heidi and Peter'

The American preview of Lazar Wechsler's "Heidi and Peter" will take place at 11 A.M. on Nov. 5 at the Little Carnegie Theatre here, it was announced by United Artists, distributors of the independent feature production.

Permanent President, Circuit Delegates Proposed for C.E.A.

By PETER BURNUP

LONDON, Oct. 27.—Proposals for the appointment of a paid, permanent president of the Cinematograph Exhibitors Association and for separate representation of circuits on the general council are contained in a report by a special committee consisting largely of past presidents of the association.

The committee proposes, in regard to the latter, that Association branches should remain as at present constituted, but that each circuit of 50 or more theatres should be entitled to one delegate to the general council for each complete 50 theatres.

Annual Appointment Opposed

In regard to the question of the Association's presidency, the report remarks on the disadvantage of the appointment of a new president each year and continues: "Such disadvantages operate in two directions, i.e. to the president himself in view of the increasing complexities of trade affairs and the time involved, and to the Association due to lack of continuity.

Todon Sets 3rd Film For RKO Release

HOLLYWOOD, Oct. 27. – Donna Reed and Tony Owen have completed negotiations with RKO Radio Pictures for distribution of a third picture by their producing company, Todon Productions. The film is "With All My Heart."

Owen, who left today for London, will produce. Joseph Wilton will direct. Todon Productions now has two pictures completed and set for distribution by RKO. They are "Alison" and "The Way Out."

John Durkin Resigns de Rochemont Post

John E. Durkin, acting sales manager for Louis de Rochemont Associates, has announced his resignation effective this weekend.

Durkin served as assistant to Cresson E. Smith on the national release of "Martin Luther," which was produced and distributed by the de Rochemont organization.

Following a brief vacation during the coming month, Durkin will announce his future plans.

Goldwyn Jr., Buys Novel

Samuel Goldwyn, Jr., has acquired the film rights to Frederick Wakeman's novel, "Shore Leave" and Luther Davis' play "Kiss Them for Me," the stage version of another Wakeman book.

Smalley Circuit In 42nd Year

Special to THE DAILY

COOPERSTOWN, N. Y., Oct. 27. —Smalley Theatres, Inc., will celebrate its 42nd anniversary for a week starting on Thanksgiving Day.

A pioneer in show business, William C. Smalley opened his first motion picture theatre in Mt. Upton, N. Y., on Thanksgiving Day, 1913, and eventually built up a circuit which has served 39 cities and towns.

William Smalley

At the outset Smalley sought to create a policy of public service in order to give his patrons the highest type of entertainment, according to Hazel S. Smalley, who now is operating the circuit and who, she says, "continues to carry out the traditions upon which the theatres were built."

All of the Smalley theatres now are equipped for CinemaScope.

'Pompey' Stars Due For Gala Premiere

Dana Wynter and Richard Egan, stars of 20th Century-Fox's "The View from Pompey's Head," will arrive in New York over the weekend, marking the end of a cross-country tour in behalf of the film, and in time to attend the gala pre-premiere showing of the picture Monday evening at the Roxy Theatre here. The regular engagement will start on Nov. 4.

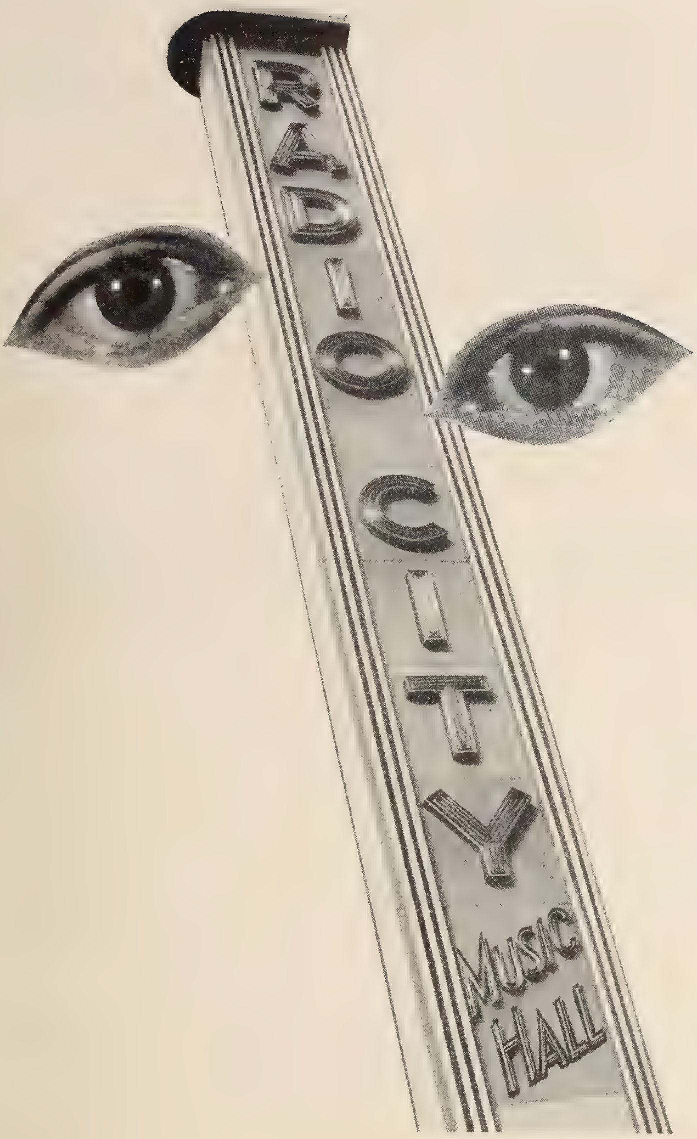
Covering the festive preview of Monday will be TV, radio, newsreels and still photographers. Celebrities will be photographed with polaroid cameras and prints will be featured on the show the same evening.

'Partner' to Palace

RKO's "Tennessee's Partner" will open at the RKO Palace Theatre here on Nov. 4.

NEW YORK THEATRES
RADIO CITY MUSIC HALL
Rockefeller Center
TRIAL
starring
GLENN FORD - DOROTHY McGUIRE
Athur Kennedy - John Hodiak - Katy Jurado
AN M-G-M PICTURE
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



EYES ARE ON THE MUSIC HALL...

(and M-G-M!)

BECAUSE "TRIAL" now playing to thrilled audiences has captivated the critics, as you see:

M-G-M presents "TRIAL" starring Glenn Ford • Dorothy McGuire • Arthur Kennedy John Hodiak • Katy Jurado • with Rafael Campos • Juano Hernandez • Written by Don M. Mankiewicz from his Harper's Prize novel • Directed by Mark Robson • Produced by Charles Schnee.

"Highest rating! Go see this exciting, spellbinding drama!"—**Wanda Hale, Daily News** • "Excellent! Truly extraordinary!"—**Archer Winsten, N. Y. Post** • "A gripping movie! A distinguished picture!"—**William K. Zinsser, N. Y. Herald Tribune** • "Tense! Taut! Hard-hitting! Don't Miss it!" —**Rose Pelswick, N. Y. Journal-American** • "First-rate."—**Justin Gilbert, Daily Mirror** • "Forceful! Powerful!"—**Alton Cook, N. Y. World-Telegram and Sun** "Topnotch!"—**Time Magazine**

What every girl sets for every man.

BECAUSE "THE TENDER TRAP" next at the Music Hall, won the highest audience preview rating ever!

M-G-M presents in CinemaScope • "THE TENDER TRAP" starring Frank Sinatra Debbie Reynolds • David Wayne • Celeste Holm with Jarma Lewis • Screen Play by Julius Epstein • Based on the play by Max Shulman and Robert Paul Smith • And presented on the New York Stage by Clinton Wilder • Photographed in Eastman Color • Directed by Charles Walters • Produced by Lawrence Weingarten

Yes, it's a fact! In all the years Film Research Surveys has polled audiences, "THE TENDER TRAP" preview in New York topped every picture in history. M-G-M has made a wonderful entertainment of the stage play. Bait your boxoffice with this daring, delectable, deluxe audience attraction.

Paramount

(*Continued from page* 1)

whether such engagements were in contravention of the Paramount consent decree.

The discontinuance of New England "merchandising engagements," according to the Paramount official, had nothing to do with Myers' criticism. He stated that Paramount executives met Monday, the same day as Myers' address, and decided that some 200 "merchandising engagements" booked nationally for "Desperate Hours" already had done their job. It was decided then to play off the remaining "merchandising engagements" for "Desperate Hours" and put the picture into national release in about another week or 10 days.

The decision was made by Paramount, it was explained, on the belief that the picture already had garnered the sought-after word-of-mouth advertising. With the national magazine advertising reaching its peak and with the product situation tight, it was decided that now would be the time to release the picture nationally.

Policy Explained

National release dates on many Paramount Pictures are not set, it was explained, until the pictures have played off a number of engagements, during which time the advertising campaigns can be weighed and the market penetrated through various media, including word-of-mouth advertising. The object is to get maximum "excitement jelled" for the picture before it is put in general release, the spokesman for the company explained.

Believing that the market now offers optimum conditions, Paramount has accelerated its distribution program for "Desperate Hours," it was added.

"Merchandising engagements" were said to be a device utilized for years by Paramount, which, according to the company spokesman, sells and distributes its product on a "picture by picture" basis.

Equipment Clinic

(*Continued from page* 1)

hibitors to get answers to all their equipment problems at one sitting." He added the opinion that exhibitors today are more "equipment conscious" because of the new "scopes" and "visions" that have been introduced during the past two years.

Only 7 Days
UNTIL THE
MOTION PICTURE
PIONEERS
DINNER

Sincerely Yours

(CONTINUED FROM PAGE 1)

does everything, may open up a whole new frontier for the most spectacularly successful solo personality of recent years. Whether or not, his first picture is Page One news in every commercial respect and a dead certain box office hit.

Although the picture is, from start to finish, strictly a Liberace vehicle, he has the stout support of the infallible William Demarest to carry him through the emotional sequences, and the personable Joanne Dru and Dorothy Malone opposite him in the romantic scenes. Others in the cast assembled for the production include Lori Nelson, Alex Nicol, Lurene Tuttle, Richard Hyer, James Bell, Howard Heyes, Edward Platt, Guy Williams, Ian Wolfe, Otto Waldis and Barbara Brown.

The screenplay by Irving Wallace is fashioned, naturally, to give the star utmost opportunity to play the piano, and play it he does, in all the styles he has made his stock in trade on television and in concert—notably the classics, for the discriminating, and splendidly the Gershwin medley, the boogie-woogie and the jam session, for the popular taste—to the loudly expressed satisfaction of the audience that witnessed the picture's unbilled Hollywood preview.

The story, which needn't be synopsized in detail in this instance, opens with Liberace playing a commercially successful concert pianist whose career is about to be climaxed by a Carnegie Hall engagement when deafness befalls him. Informed he may regain his hearing if he undergoes an operation, and can never entirely regain it without surgery, he postpones the risk for a time, learning lip-reading the while and generously befriending persons whose problems he becomes aware of through that means. Ultimately he undergoes the operation, is cured, and goes on to musical greatness. (Meanwhile it works out that the girl he thinks he loves isn't the right one for him, while his former secretary is, and nobody gets hurt in the switchover.)

Statistics supplied the press say Liberace plays all or parts of 31 musical selections, including a theme song written by himself and Paul Francis Webster. Numbers aside, it is to be noted that Ray Heindorf, Warner music department chief, and Gordon Robinson, who shared in the direction of an 80-piece orchestra accompanying or backing the soloist, gave the star sparkling musical support and setting.

The production, in WarnerColor, is by Henry Blanke, an always faultless craftsman, and is directed with great skill and remarkable change of pace by Gordon Douglas. John R. Jacobs, Jr., and Seymour N. Heller are credited as associate producers.

Running time 118 minutes. General audience classification. Release date, in November.

WILLIAM R. WEAVER

Wilcox Film

(*Continued from page* 1)

time used is £1,000 ($2,800) per minute.

The program showed premiere activities and, in addition, featured a 35-piece orchestra in the theatre lounge with a famous choir and Anna Neagle, star of the film, playing and signing the popular Ivor Novello music from the film.

The program was one of the first of its kind attempted by film people this side for the promotion of a new picture.

Col. Far East Meet

(*Continued from page* 1)

the company's offices in the Far Eastern area.

Two of Kastner's key house office associates have joined him in Manila from New York. They are Bernard Zeeman, treasurer, and Lawrence Lipskin, Kastner's assistant for public relations.

Presiding over the convention will be Michael Bergher, vice-president and Far East supervisor.

Allied's EDC

(*Continued from page* 1)

tices which he said "were practically set."

Berger was asked if there were any changes in EDC's desire for Federal regulation in view of the fact that a week ago Ben Marcus, former Allied president, expressed doubt in the wisdom of such a move.

"Nothing has transpired since our meetings with distribution last spring to cause a change of mind," Berger said. "What Marcus said represented only his own personal opinion and does not reflect the views of EDC."

ASCAP's Kopp Dies in Chicago

CHICAGO, Oct. 27.—George W. Kopp, 40, Central division manager at the Chicago office of the American Society of Composers, Authors and Publishers, died yesterday of a heart attack.

Kopp joined ASCAP in 1938 as a field representative and was appointed the Society's Central division manager in 1946.

IUEC Asks

(*Continued from page* 1)

Ralph Hetzel, MPAA vice-president, assuring him that his letter would be called to the attention of producers at their next meeting.

Gemini, who returned here recently from a visit to the U.S., said he had been told by Spyros P. Skouras, 20th Century-Fox president, that his company could not supply standard versions of its production because it would be injurious to the best interests of the thousands of exhibitors who already have installed CinemaScope equipment.

Received Skouras Assurance

Skouras assured him, Gemini reported, that 20th-Fox will be producing CinemaScope pictures for the next 10 years at least.

Calling attention to the presence here of Myron Blank, Theatre Owners of America president, Gemini told the meeting that a major goal of IUEC is winning the active cooperation of American exhibitors in its affairs. TOA has become an IUEC member and Allied States, Gemini said, is expected to act on an invitation to join at the meeting of Allied directors in Chicago on Nov. 5.

Gemini Reports on U.S. To IUEC Rome Meet

ROME, Oct. 27.—The International Union of Cinema Exhibitors in session here today heard the report of Comm. Italo Gemini, IUEC president, on his recent trip to the United States during which he attended the annual convention of Theatre Owners of America at which that organization's membership in IUEC was approved. Myron Blank, TOA president, is representing that organization at the meeting here.

Other matters on the meeting's agenda include a report by M. Degraeve of Belgium on the International Conference on Author's Rights, held in Luxembourg recently; an examination of the proposed French law regulating ownership of artistic and literary works, on which a report will be made by M. Adolphe Trichet of France, and a report on amusement taxes prepared by the Swedish representatives.

Tomorrow delegates will hear a special message from Pope Pius XII.

Schaefer-Gunzburg

(*Continued from page* 1)

a three-week trial. The jurist said in part, "I don't think the plaintiff has established that there was a contractual relationship between the parties." Schaefer had sued for a half-interest in estimated $7,500,000 earnings by Gunzburg's various three-dimension projects.

Judge Harrison ordered the case to be held open on the second count, ordering counsel for both sides to file briefs, and reportedly suggesting to attorneys that they discuss private settlement of Schaefer's claim. He seeks $2,000,000 for services rendered in connection with Gunzburg enterprises. The trial is expected to resume in December or early January.

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THE TRADE SHOWS OF

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ALLIED STATES ASSOCIATION OF MOTION PICTURE EXHIBITORS
THEATER EQUIPMENT & SUPPLY MANUFACTURERS ASSOCIATION
THEATER EQUIPMENT DEALERS ASSOCIATION
INTERNATIONAL POPCORN ASSOCIATION

Hotel Morrison, Chicago, Ill., November 6, 7, 8, 9, 1955

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THEATRE EQUIPMENT & SUPPLY MANUFACTURERS' ASS'N
1475 BROADWAY, NEW YORK 36, N. Y. — BRYANT 9-2246

PEOPLE

Robert M. Weitman, vice-president in charge of programming and talent for the television network of the American Broadcasting Co., is to be honorary chairman for the National Retarded Children's Week in the Greater New York area.

◆

Mrs. Richard Rodgers, chairman of the entertainment industry division of the Federation of Jewish Philanthropies of N. Y., is heading a drive for the Federation's annual appeal for $18,100,000 to aid 116 hospitals, social service agencies and communal institutions. A benefit luncheon will be held on Nov. 22.

◆

Jerome Wechsler has resigned as manager of the Buffalo branch of Universal.

◆

Lawrence G. Laskey, a partner with **E. M. Loew** in many of his theatre operations in Boston, has resigned to join Henry Montor Associates, Inc., an investment firm with offices in New York.

◆

Paul Barker, formerly a theatre manager for Graphic Theatres and the Joseph Matthieu circuit in New Hampshire, has resigned to manage a theatre in Bay City, Tex., for the Long circuit.

◆

Ralph W. Budd, director of personnel at Warner Brothers, will speak on "What is a Motion Picture?" at the New School here. He will be guest speaker in the series, "Motion Pictures: Their Implication in Contemporary Life" conducted by **Rita Hochheimer**, former head of the Bureau of Visual Instruction, New York City Board of Education.

◆

Marshall Buddy Eyanson of Warner Bros. film editing staff at the studio has been appointed assistant to **Cedric Francis**, producer of the studio's short subjects.

◆

Betty Whitmore of Al Rook's Film Booking Office in Atlanta is replacing **Doris Honea** as recording secretary of WOMPI.

Dave Williams Heads IFE Atlanta Office

ATLANTA, Oct. 27.—Dave Williams, former Charlotte sales representative for I.F.E. has been transferred here as manager of the Atlanta office. He replaces John Jarvis who will enter business for himself.

REVIEW:

Naked Sea

RKO-Theatre Productions, Inc.

HOLLYWOOD, OCT. 27

HERE IS A highly absorbing feature documentary worthy of Academy attention; a pictorial treat that tells the story of a 120-foot tuna fishing boat, the crew, whose livelihood depends on a share of the catch, and their fight against the elements to bring home some profitable tonnage.

Allen H. Miner, the young man now drawing attention as a new director find, not only produced and directed the film but takes credit for all of the photography, which was shot in 16mm Kodachrome and blown up into 35mm prints by Pathecolor.

The unusual footage, which describes the hardship in accumulating sufficient anchovettas, the live bait used as "chum" for the hungry tuna; the search for tuna off the shores of Panama, in the equatorial waters of the Galapagos Islands and along the coast of Peru before returning to the cannery at San Diego harbor, is not only thrilling, but entertaining and educational as well. The volcanic eruptions experienced in the Galapagos sector, the closeups of marine life and the Iguana lizards of the islands, the battle to store the anchovettas before hundreds of pelicans beat the fishermen to the net, and the thrill of watching an anxious crew in action on "one-pull" tuna puts this exciting documentary in the must-see class.

Adding dramatic appeal to the film is associate producer Gerald Schnitzer's narration, delivered in expressive style by William Conrad.

An interesting musical background consisting of only two instruments, a guitar and harmonica, composed and scored by Laurindo Almeida and George Fields, has already been recorded by Capitol Records and is bound to prove an important means of exploitation for the film.

Those who find fishing a hobby, the business of fishing, as depicted in "Naked sea," will supply vicarious thrills and boundless pleasure.

Running time, 69 minutes. General classification. Release in December.

SAMUEL D. BERNS

SCTOA Move

(*Continued from page* 1)

draft and there apparently are no plans for an immediate meeting of the sales chiefs to discuss the issue.

One sales manager said here yesterday that it was his understanding that the distributors preferred to have all the exhibitor associations act on the draft before delving into the matter themselves. Although it was stated in MOTION PICTURE DAILY inadvertently yesterday that the Metropolitan Motion Picture Theatres Association of New York had approved the proposed arbitration system, that organization has not as yet taken any action. The subject did not reach the agenda at the MMPTA's October meeting, but it now is reported that it will be taken up at its November session.

Surprise Expressed

Another sales manager said here yesterday that it had been his opinion that the arbitration draft would be approved by all associations with the exception of Allied States Association, that Southern California's rejection came as a "surprise" and that similar reaction had come from other sales executives.

David Brown Dies

ATLANTA, Oct. 27. — David R. Brown, co-owner of the Suburban-Out-Door Theatre, Bradenton, Fla., died of a heart attack. He was a native of New York.

Motion to Dismiss Percent Suit Denied

SCRANTON, Pa., Oct. 27.—A motion by exhibitor defendants to dismiss each of four percentage actions was denied in a memorandum opinion filed by U. S. Judge Frederick V. Follmer sitting in Federal court here, dismissal having been sought on the contention that allegation of the minimum jurisdictional amount of $3,000 being involved in each action was not made in good faith. The suits had been brought by Paramount, Warner Bros., Universal and Columbia against various individuals doing business as Buckley Amusement Enterprises, and against a corporate defendant, operating theatres in Shamokin, Mt. Carmel, Mahanoy City and Kulpmont, Pa. Judge Follmer said that he was in accord with the discussions appearing in certain other opinions which had overruled similar motions to dismiss percentage actions.

In a companion order, Judge Follmer granted the motion of the distributor plaintiffs to inspect the records of the five theatres operated by the defendants for the period from Jan. 1, 1948, to October, 1954, when the suits were filed. The order also noted that certain interrogatories submitted by the defendants had been withdrawn, sustained objections to other interrogatories and required certain interrogatories to be answered by the plaintiffs.

'Guys and Dolls' Trailer 'Tops'

A lively, impressive trailer for "Guys and Dolls," in color and in CinemaScope, with Ed Sullivan, of "Toast of the Town" fame, doing a compelling selling job, has been made by Loew's, Inc., which is distributing the Samuel Goldwyn production.

The five-minute trailer has Sullivan explaining why he found "Guys and Dolls" top entertainment. Interspersed in his narration are clips of the film, well-chosen to show some highlights, the stars and some music. It leaves the impression that the picture is stacked with entertainment values and would be loads of fun to see.

M. H.

Cohn Testifies

(*Continued from page* 1)

Cohn said, the company had surveyed the possibilities of reducing some pictures in its library to television length and had found this policy impractical, expensive, and disadvantageous in many ways. After experimenting with production of television commercials, he said, the company had decided the best way to approach the television market was by the direct production of television films. He said it was decided that the best way to serve the stockholders' interest was to keep Columbia's feature films in a vault rather than deplete it by selling films to television at the slight prices offered.

Separate Firm, He Says

Cohn said Screen Gems is a separate company, with eight exchanges of its own in the country, separate from Columbia's theatrical film exchanges.

Cohn will continue on the stand tomorrow, with Abe Montague, B. B. Kahane and possibly Steve Broidy following in the afternoon.

Jack Warner and Ben Kalmenson are expected to testify Monday, when the court will break its usual policy against Monday sessions in order to expedite the trial.

An effort will be made to conclude the oral testimony next week.

Slate Top Stars for Pioneers Dinner

Benny Goodman, Kitty Kallen, Bill Hayes, John Daly and the Goldwyn Girls are among the stars scheduled to appear at the 17th annual Motion Picture Pioneers dinner, it is announced by Ned E. Depinet, general chairman of the affair. This year's dinner honors Herman Robbins, chairman of the board of National Screen Service, as "Pioneer of the Year," on Nov. 4 at the Hotel Waldorf-Astoria here.

Morton Sunshine, entertainment chairman, has written the script and will stage this all-star show in a reappraisal of showbusiness entitled "Mister Robbins," a nostalgic review of his career. Music will be supplied by Al Rickey and his orchestra.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 84 NEW YORK, U. S. A., MONDAY, OCTOBER 31, 1955 TEN CENTS

Too Competitive

Rhoden Drops Telecast Plan For Awards

To Announce Winners At a Newspaper Dinner

Plans have been abandoned for announcing the winners of the Audienc Awards over television and, instead, the citations will be disclosures to be made at a "mammoth" newspaper dinner in Hollywood in early December. This was announced at the weekend by Elmer C. Rhoden, national chairman of the Audience Awards committee, who said that the shift in plans had been made as an

(*Continued on page* 6)

Brylawski Heads DC Unit for 33rd Term

From THE DAILY Bureau

WASHINGTON, Oct. 30.—A. Julian Brylawski has been elected to his 33rd consecutive year as president of the Motion Picture Theatre Owners of Metropolitan Washington.

A. J. Brylawski

Other officers re-elected for the 1956 year were Marvin Goldman, first vice-president; Joseph Bernheimer, second vice-president; Harry Bachman, secretary, and Lloyd Wineland, Sr., treasurer.

Brylawski announced that the asso-

(*Continued on page* 11)

Bresler to Bryna as General Manager

Jerry Bresler, producer and studio executive, has been signed by Kirk Douglas to serve as producer and general manager for the actor's independent film-making company, Bryna Productions.

One-time head of the M-G-M short subjects department, where he won

(*Continued on page* 11)

Television Today

IN THIS ISSUE **PAGE 7**

- **Robert E. Kintner, president of ABC, receiving the Pulse award, cites a few current problems and tosses some of them into the lap of the FCC.**
- **Passing in Review—The Showmakers—Shows on the Mark—Who's Where—Activities in Britain: all of the television scene.**
- **Names Making News in Television Today.**

Urges 'Truth, Goodness, Beauty'

Pope Asks That Films Be Used For 'Betterment of Mankind'

By ARGEO SANTUCCI

VATICAN CITY, Oct. 30.—The "powerful art" of the motion picture should be used for the betterment of mankind, Pope Pius XII on Friday told members of the International Union of Cinema Exhibitors, which currently is holding its convention in Rome. "Truth, goodness and beauty are the fundamental requisites of the ideal film," said the Pontiff, and he urged his 1,500 listeners to stress the existence and influence of God in their representation of life through the medium of films. Included in the special audience were motion picture executives, stars and workers, who had gathered in the Hall of the Benedictions.

The Pope made no mention of censorship, but pointed to the duty of each community to maintain a legitimate watch over those influences which may affect the morals of the citizenry.

Gemini Gives IUCE Skouras 'Scope Data

Special to THE DAILY

ROME, Oct. 30.—CinemaScope, by the end of this year, will have been installed in 32,000 theatres throughout the world, and in 45,000 houses by the end of 1956, Spyros P. Skouras, president of 20th Century-Fox, has informed Italo Gemini, president of the International Union of Cinema Exhibitors, it was revealed today by Gemini, in a talk delivered to mem-

(*Continued on page* 11)

Col. Officials Give TV Data

By WILLIAM R. WEAVER

LOS ANGELES, Oct. 30.—With Columbia Pictures vice-presidents Abe Montague and B. B. Kahane both completing testimony and cross-examination in a single afternoon, the Government's 16mm. trial at weekend appeared to be stepping up pace, with the possibility of completing oral testimony by next weekend anticipated. If that is accomplished, the court indicated, final arguments by counsel will commence the week following.

A. Montague

Montague, Kahane and Ralph Cohn, who preceded them on the

(*Continued on page* 11)

As of Jan. 1

MGM to Issue Combination Sound Prints

Magnetic-Optical Track Is the Industry's First

Prints of M-G-M's CinemaScope productions released in the domestic market after the first of the year will combine both stereophonic and optical sound tracks, according to Charles M. Reagan, M-G-M vice-president in charge of sales.

Reagan reported here at the weekend that M-G-M was notifying its sales force in the field of the availability of the composite prints—a combination of four-track magnetic sound

(*Continued on page* 6)

Gehring, Sponable to Join Skouras in Chi.

From THE DAILY Bureau

CHICAGO, Oct. 30.—In addition to Spyros Skouras, president of 20th Century-Fox, the Allied-TESMA-TEDA equipment clinic here on Nov. 8 will be addressed by William Gehring, executive assistant general sales manager of 20th-Fox, and Earl I. Sponable, director of research. The clinic will be held in connection with the Allied convention at the Morrison Hotel here.

Arrangements for the appearances of the trio of 20th-Fox executives were made by Jack Kirsch, convention chairman.

Johnston Cancels Trip to Far East

From THE DAILY Bureau

WASHINGTON, Oct. 30.—Motion Picture Association president Eric A. Johnston's long stay in Europe and the Mid-East earlier this fall has caused the cancellation of plans to visit India and Pakistan, according to an MPAA official. Johnston had planned to visit these countries and other parts of the Far East sometime in November or December, but he was delayed in Europe and the Mid-East longer than he had expected and now has had to drop the plans for the Far East trip.

PERSONAL MENTION

HERBERT H. GREENBLATT, RKO Radio domestic sales manager, will leave New York today for Toronto.

•

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, and his assistant, Bernard Levy, are in Minneapolis today from New York.

•

Irving Cane, manager of the RKO Radio contract department, has announced the engagement of his son, Herbert, to Ann Dee Friedland, of Great Neck Estates, L. I.

•

Leo Pillot, 20th Century-Fox special events manager, will return to New York today following completion of the first portion of a cross-country tour.

•

Lillian Edell, secretary to Charles Einfeld, vice-president of 20th Century-Fox, was married here on Saturday to Louis Belson of New York.

•

Murray Whiteman, past chief barker of Variety Club of Buffalo, is recuperating at Millard Fillmore Hospital there from a heart attack.

•

Peter M. Piech, Screencraft Pictures national sales manager, left here at the weekend for Chicago and other key cities of the Midwest.

•

Dr. Renzo Rufini, director of the Rome office of I.F.E. Releasing Corp., has returned to Italy from New York.

•

Milciades Prado, manager in Peru for Westrex Company, Andean, has returned to Lima from New York.

•

Claire Bloom has returned to London from New York via B.O.A.C. Monarch.

•

Dave Cantor, RKO Radio exploitation manager, left here yesterday for Lexington, Ky.

•

Johan G. Van Erk, manager of Westrex Co., Alpine, has returned to Basle, Switzerland, from New York.

Republic Declares 2nd Stock Dividend

The board of directors of Republic Pictures Corp. has declared a five per cent common stock dividend on the common stock of the corporation, payable Jan. 3, to holders of record on Dec. 7.

A similar stock dividend was declared in April.

Riethof Reports

German Film Industry Seeks U. S. Co-Production Deals

By LESTER DINOFF

The German motion picture industry is highly interested in entering co-production deals with American producers in order to seek a world market for its product, according to Peter Riethof, president of American Dubbing Co.

Riethof, who will leave here for a two-week trip to Europe this week, pointed out that German producers are "willing to provide everything except an American script, star and dialogue director."

A better understanding between the German and American film industries could come about under such co-production agreements, Riethof said, in explaining that a German script suitable for the local and European market would also be used. The motion pictures which would be produced under such deals would have two negative prints—a German one and the other with the American star speaking in English and the rest of the cast "mouthing," but not speaking, English, Riethof said.

The second print would be for the American market where the distributors would dub in the Americanized English language by lip synchronizations, he said. "A number of European producers are now making their films in this manner," Riethof said, explaining that a modification of "the continental gestures" have already been effected. "Visual gestures which mark Europeans, but look silly to Americans, are not so prominent in these films," he said.

"Dubbing and lip synchronization of foreign films are here to stay as the American distributors and exhibitors of foreign films realize that there is a good market for quality product," the head of American Dubbing said, pointing out that "dubbing must be of such a perfection so that it will suit U. S. audiences."

Riethof said that he hopes that one day foreign films will be exhibited in America in the original and dubbed versions so that audiences that like to see and hear foreign languages spoken can be entertained, also. "I realize that there is a very small market for such exhibition, but if an imported film were exhibited in its original and dubbed version, everyone would be happy, and I believe the box-office gross for such a film would be much higher," he said.

Exhibitors to Receive Awards Tally Sheets

Tally sheets on which exhibitors are to report results of the Audience Awards voting in their theatres have been prepared by COMPO and will shortly be distributed by National Screen Service to all theatres participating in the promotion, Robert W. Coyne, COMPO special counsel, reported.

The official form lists all the nominations in each of the five categories to be voted on. Exhibitors are requested, Coyne said, to fill in the form on the night of the last day of the voting, Nov. 27, and mail it at once to the nearest branch office of Price, Waterhouse & Co., the certified public accountants engaged by COMPO to tabulate the votes nationally.

Film Editors Pick 10 For A.C.E. Awards

HOLLYWOOD, Oct. 30.—American Cinema Editors' membership nominated five theatrical films and five television films for its second annual A.C.E. critics' awards, and will mail ballots on Tuesday, returnable by Nov. 10, with results to be announced on Nov. 15.

Circuit Officials to See 'Pompey's Head'

Joining celebrities and representatives of the press at tonight's gala preview showing of "The View from Pompey's Head" will be a group of more than 200 prominent theatre owners and operators of the greater New York area, invited by 20th Century-Fox to view its latest CinemaScope feature.

The inclusion of the exhibition leaders is designed to facilitate the setting of long-range theatre campaigns on the top-budgeted production, which will be the Fox Thanksgiving holiday release.

Among the circuits to be represented at the preview are American Broadcasting-Paramount, RKO, Skouras, Stanley Warner, Brandt, Associated Prudential, Brecher, Century, Cinema, Fabian, Interboro, J. J., Randforce and United Artists Theatres.

Schneider Reduces Stock

WASHINGTON, Oct. 30.—The Securities and Exchange Commission reports that Abraham Schneider, vice-president of Columbia Pictures, sold 2,000 shares of common stock in the film company last month, reducing his direct holdings to 19,747 shares.

Warner Club Elects F.E. Cahill President; Succeeds Macdonald

At the annual meeting of the board of governors of the Warner Club, Inc., Frank E. Cahill, Jr., Warner Bros. co-ordinator of technical activities, was elected president of the organization for the ensuing year, succeeding Karl G. Macdonald.

F. E. Cahill, Jr.

Other officers of the Warner Club elected at this meeting were vice-president, Larry Leshansky, in charge of membership; Ruth Weisberg, in charge of welfare; Don Cherry, in charge of claims, and Harry Meyer in charge of social activities; Barry O'Connor, treasurer, and George Schiffer, secretary.

20 to Board of Governors

The following were elected to the board of governors: Phil Abrahams, Ralph W. Budd, Samuel Carlisle, Cahill, Cherry, Syd Goldberg, Max Greenberg, Leo Hass, Leshansky, T. J. Martin, Mayer, W. Meihofer, Madeleine Miller, O'Connor, Elkan Reiner, Samuel Schneider, Schiffer, William Schoenfelder, Joseph Spray and Miss Weisberg.

In addition, the following past presidents were also members of the board: Max B. Blackman, Edward E. Hinchy, Robert A. McGuire, Bernard Goodman, Thomas O'Sullivan and Macdonald.

Kravitz Sales Head For Lewis & Martin

CHICAGO, Oct. 30.—Lou Kravitz, formerly vice-president in charge of sales and advertising at Filmack Studios & Trailer Co., has been appointed director of sales at Lewis and Martin Films, Inc., it was announced by Herschell Lewis, general manager of the Chicago film studio.

Kravitz is well known in advertising, television and film circles. He was at one time associated with the sales staff of National Screen Service.

This appointment was made as part of Lewis and Martin's recent expansion program, which included a move to new and larger quarters.

'Knife' Here Nov. 10

"The Big Knife," motion picture version of Clifford Odets' behind-the-scenes drama of Hollywood, will have its New York premiere at the Victoria Theatre on Nov. 10, it was announced by B. G. Kranze, general sales manager of United Artists.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C., London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

PEOPLE

Ellen Taussig, associate editor of "TV Radio Mirror" magazine, has been named managing editor of "Photoplay," another Macfadden publication, replacing **Evelyn Savidge Pain,** who has resigned to accompany her husband, **William Pain,** for a two-year stay in Singapore, where Pain will represent Time-Life, Inc. **Claire Safran,** assistant editor on "TV Radio Mirror," moves up to associate editor to fill the position vacated by Miss Taussig.

◆

Bernard J. O'Rourke has been appointed account executive in the New York office of Cinema-Vue Corp. Prior to his association with Cinema-Vue, O'Rourke was associated with Cinepix, Inc., as assistant to the president.

◆

Robert Stein, articles editor of "Redbook" Magazine, has been promoted to managing editor.

◆

Augie Schmitt of the Houston Popcorn Co., Houston, and **Donald George** have formed the A & D Co., restaurant suppliers. The new company is operating within the Houston Popcorn Co.

◆

Dave Bines, who stages the weekly vaudeville shows at the RKO Palace on Broadway, has been assigned to stage the Danny Kaye All-Star International Show to be presented in four RKO Theatres in Ohio, starting today at the Palace in Columbus.

◆

J. W. Carpenter, treasurer of Local 205 IATSE, in Austin, has been elected a vice-president of the Texas State Federation of Labor.

Continental Acquires Two British Films

"The Ladykillers" and "The Night My Number Came Up" have been acquired for release in this country by Continental Distributing, Inc., it was announced by president Frank Kassler and chairman of the board Walter Reade, Jr. Both of these J. Arthur Rank Organization presentations were produced by Michael Balcon at Ealing Studios in London.

Tel Aviv to Have 11 New Theatres by '56

TEL AVIV, Oct. 21 (By Airmail). —A total of 11 new theatres are now either under construction or being planned for construction before the end of 1956 in the Tel Aviv area, according to the Cinema Owners Association.

The biggest theatre which is currently being erected is the 2,000-seat house which 20th Century-Fox is building.

Might Still Recommend Draft

D of J Would Not Be Influenced by Allied, SCTOA Arbitration Stand

By J. A. OTTEN

WASHINGTON, Oct. 30.—The opposition of Allied States Association and the Southern California Theatre Owners Association to the proposed arbitration plan would not necessarily keep the Justice Department from recommending that the Federal Court approve the plan, a department spokesman declared today.

He emphasized that the plan has not yet been officially submitted to Justice, and that Justice won't make up its mind on the question until the plan has formally been placed before it.

"Naturally, we couldn't shut our eyes to the fact that these two organizations were opposed," this official stated. "It is a factor we would have to consider but we would not necessarily oppose the plan just because of their opposition."

Dissention a Strong Point

This official said that the final Justice stand would depend in large part on just how much of exhibition is ultimately dissenting from the plan. If practically all of exhibition dissents, he declared, Justice would probably feel there isn't much use to such a plan and would so advise the court. The problem Justice must ultimately decide, he said, is just how much of exhibition can dissent before the plan becomes worthless.

Under the various Paramount case consent decrees, any arbitration plan must be submitted to the New York District Court, and the court presumably will rely heavily for guidance on the Justice Department's views. In testimony before the Senate Small Business Committee some time ago, Justice officials said they would welcome a system of arbitration as a means for the industry to settle its disputes without litigation, but did not at that time indicate whether this stand applied only to a plan approved by all industry groups or whether it held true even if sizable portions of exhibition dissented.

All Award Nominees Available in Jersey

All of the pictures nominated for the Council of Motion Picture Organizations Audience Awards, on which the public will vote during the Nov. 17-27 election, are expected to have been released in Northern New Jersey by election time, according to Sidney Stern, president of Allied Theatre Owners of New Jersey.

Stern has pointed out that possibly 20th Century-Fox's "Love Is a Many Splendored Thing" would not be played off in all situations by Nov. 17 but it is possible that the status may clarify itself by then.

The president of ATONJ said that "all but eight per cent of the product nominated on the fourth Audience Awards ballot was not released in Northern Jersey by the voting deadline." He said that exhibitors found it difficult to vote for the third COMPO awards selections because 49 per cent of the pictures nominated had not been released there by the ballot deadline.

Defer Release Date Of AA's 'Gunpoint'

The Allied Artists production of "Gunpoint" will be released nationally on Jan. 15 instead of in mid-November, it was announced here by Morey Goldstein, AA vice-president and general sales manager.

The moving back of the release of the AA film was explained by Goldstein, who said that more time was needed to prepare a more extensive advertising and publicity campaign.

RKO Radio's Production Program to Be Mapped Out During O'Shea's Coast Stay

From THE DAILY Bureau

HOLLYWOOD, Oct. 30.—The RKO Radio Pictures production program is expected to "get off the ground and roll into high gear" within the next few weeks with the arrival here over the weekend from New York of Daniel T. O'Shea, RKO Radio president, who will confer with executive vice-president Charles L. Glett regarding the company's financial investment in product.

Daniel T. O'Shea

O'Shea, who will be in Hollywood for a lengthy visit, is also expected to set independent production deals for RKO Radio distribution. It is also expected that Walter Branson, RKO Radio world-wide sales manager, will arrive here from the East shortly to join O'Shea in setting a product line-up for the film company.

Chairman of the board Thomas F. O'Neil, who accompanied O'Shea on his last trip to the Coast, is not expected to attend the forthcoming production talks, which are scheduled to take place at the company's studio here.

Pinanski Sounds Off On Need of Product

BOSTON, Oct. 30.—Samuel Pinanski was in a satirical frame of mind when he appeared on Film Row here recently. "Gentlemen," he said, "if we continue to get the goodly amount of product we're getting today, we will die of starvation from improvements. The grosses we're enjoying are nice, new lows." More seriously, he added, "The best proof of the acute shortage of product is business as it currently exists. In some spots it's so bad it's bewildering and product, product and more product is the answer."

ARC Expanding Its Product and Outlets

From THE DAILY Bureau

HOLLYWOOD, Oct. 24. — Schedule of American Releasing Corp. releases in 1956 will be increased by mid-year to one-a-month, according to James H. Nicholson, president. In its current first year, ARC has delivered seven pictures and in 1956 this output will be nearly doubled, he said.

According to Nicholson, ARC is embarking on a program of signing talent for future productions to be used by the various production companies producing for ARC release. In a switch on the usual procedure, ARC, which is essentially a releasing organization, will sign actors, writers, and technical talent for multiple picture deals and loan them out to the various production units supplying features for ARC release.

Has Three Units Now

At present ARC has three units supplying product; Palo Alto Productions, Golden State Productions and Milner Bros. Productions. The addition of two more units, American Productions and National Productions, starting in December will make a total of five producing companies releasing through American Releasing Corp.

Production Pace Remains at 35

HOLLYWOOD, Oct. 30. — Again, for the fourth straight week in a row, the total number of pictures in work remained at 35. Five new pictures were started and five other pictures were completed.

Started were: "Over - exposed," "Solid Gold Cadillac," "Odongo," Warwick Productions, CinemaScope, Technicolor, and "Port Afrique," Coronado Productions (Columbia); "Case Against Joe," Bel-Air Productions (United Artists).

Completed were: "Storm Center," Phoenix Productions (Columbia); "The Peacemaker," Hal R. Makelim Productions (Independent); "Tribute To A Bad Man," CinemaScope, Eastman Color, and "Meet Me in Las Vegas," CinemaScope, Eastman Color (Metro-Goldwyn-Mayer); "The Broken Star," Bel-Air Productions (United Artists).

WAVES OF

"EVERYTHING IS TOP DRAWER, especially the exquisite Vivien Leigh. Her fierce performing indicates a depth charge set to go. Her physical movements have volcanic force." *—Bosley Crowther, Times*

"VIVIEN LEIGH RISES TO GREAT HEIGHTS. Splendidly acted. Magnificently photographed." *—BoxOffice*

"SURE OF VERY LONG RUN. Likely to assert strong rivalry against Hollywood's best on all the award lists." *—Alton Cook, World-Tele. & Sun*

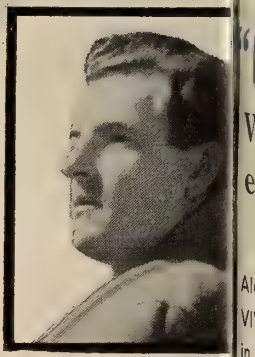
"VIVIEN LEIGH GIVES ONE OF HER FINEST PERFORMANCES. Leaves spectators limp with emotion." *—Showmen's Trade Review*

"WHAT AN EXCELLENT CAST, AND HOW BEAUTIFULLY THEY WORK TOGETHER!" *—Archer Winsten, Post*

"Kenneth More is perfect. WONDERFUL PHOTOGRAPHY OF EUROPEAN LANDSCAPES." *—Motion Picture Daily*

"Provocative drama. Excellent direction. EXCEPTIONALLY GOOD PERFORMANCES. Should appeal to mature audiences." *—Film Daily*

"Vivien Leigh again proves that she is ONE OF THE SCREEN'S MOST BEAUTIFUL AND MOST GIFTED ACTRESSES." *—Independent Film Journal*



AVES FOR

"THE DEEP BLUE SEA"

CINEMASCOPE®
COLOR by DE LUXE

‘VIVIEN LEIGH

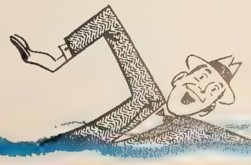
rising to emotional dramatic heights in a prize-winning portrayal!” – *Variety*

‘KENNETH MORE

Venice Film Festival’s Best Actor of Year in an excellent performance of ‘Oscar’ calibre!” – *Hollywood Reporter*

Alexander Korda presents a LONDON FILM
VIVIEN LEIGH and KENNETH MORE
in an Anatole Litvak Production THE DEEP BLUE SEA
by Terence Rattigan co-starring Eric Portman · Emlyn Williams
Screenplay by Terence Rattigan · Produced and Directed by Anatole Litvak
A CinemaScope picture in COLOR by DE LUXE

“It’s a pleasure to do business with 20th!”



M-G-M

(*Continued from page* 1)

and one-track Perspecta optical sound on a CinemaScope print.

The new type of print will serve both magnetic and optical installations in the U. S. and Canada, the M-G-M sales head said, pointing out that if a theatre were equipped for magnetic sound, its sound system would utilize the magnetic sound track on the 35mm. CinemaScope print, and that if a theatre had an optical installation, the optical track printed alongside the magnetic tracks would be used.

Thus, M-G-M became the first company to adopt the "combination print" system, revealed last September.

Reported Last September

It was reported in late September that through the joint efforts of print and laboratory experts and engineers of M-G-M, Columbia, Universal, Warner Brothers and the Motion Picture Research Council, a combination magnetic and optical sound print had been developed for industry utilization.

The dual-purpose prints which have a single optical sound track running alongside the number two magnetic track, does not involve any changes in laboratory equipment. A slight mechanical change will enable all projectors to accommodate the new print, it was said.

Fox Officials Label M-G-M Sound Policy as 'Compromise'

A representative of 20th Century-Fox, when queried on the M-G-M disclosure that it would have a combination magnetic and optical sound print for CinemaScope product, reiterated his company's objections to such a move, contending that it is "compromising with quality."

Innovations in motion picture sound are scheduled to be announced by 20th-Fox president Spyros P. Skouras at the Allied States Association convention in Chicago, Nov. 6-9.

Appoint Mrs. Goldsmith

The "Woman's Home Companion" has appointed Mrs. Barbara Lubin Goldsmith to the articles staff to work on the "Companion's" new program of films and other entertainment coverage. Mrs. Goldsmith goes to the "Companion" from the staff of "Promenade."

Only 4 Days
UNTIL THE
MOTION PICTURE
PIONEERS
DINNER

REVIEWS:

Three Stripes in the Sun

Columbia

AN APPEALING AND extremely moving comedy-drama, filmed for the most part in Japan with a cast topped by Aldo Ray, Phil Carey and newcomer Dick York, is Columbia's "Three Stripes in the Sun," a true story adapted from a "New Yorker" magazine piece. The film deals with a hard-headed U. S. Army sergeant who learns not only to respect his former wartime foes, but also to love a young, doll-like Japanese girl, Mitsuko Kimura. The performances by Ray and Miss Kimura are first-rate, creating a heart-felt romantic situation, which, coupled with the tribulations surrounding the adoption of an orphanage by the sergeant and his buddies, make for more than one or two tears.

Ray, on his arrival in Japan for occupation duty, has nothing but disgust for the Japanese and his fraternizing buddies. When he meets a pretty interpreter, Miss Kimura, and through her comes to "adopt" as his own special charity a run-down orphanage, his previous antagonism begins to melt away. He still feels, however, that the Japanese are second-class people and it is not until Carey opens his eyes that he recognizes his love for Miss Kimura and becomes willing to face any state-side prejudice which marriage might mean.

The picture tells its story in terms which are alternately highly comic and emotionally dramatic. The comedy arises from the efforts which Ray's buddies make to smuggle food, money and even building materials to the orphanage. Fred Kolmar produced and Richard Murphy directed from his own screenplay and an adaptation by Albert Duffy.

Running time, 93 minutes. General classification. November release.

Teen-Age Crime Wave

Columbia

A GRIM STORY, almost documentary in quality, is told in this tightly drawn production about juvenile delinquency which may be favorably compared to "Blackboard Jungle." Tommy Cook, as the youthful hoodlum, is a real roughneck, and Molly McCart, as his girl friend, is as hard as nails. Between them, the play roles are as realistic as any seen on the screen, and more convincing than some play-acting that is current from top-bracket stars. Sue England, as the innocent who was drawn into the web, and sentenced with them—in a sympathetic role, tells the other side of the story.

All the parts are well taken, and while there are no marquee names, your audiences will be satisfied with sustained suspense and bitter dramatic situations that are really thrilling.

The young hoodlum, after seeing his girl picked up and taken to a prison farm for one of their crimes, manages to "spring" her by killing a deputy sheriff and matron, driving the prison car. They take refuge in a farmhouse, where an elderly couple are waiting the arrival of their much-decorated hero son, who has medals for his military service. This is sufficient to annoy the trigger-happy hoodlum who wants to take out his hate for the world on any "hero"—other than himself. In his gun-point subjection of the father and mother, the young hood manages to murder another of the neighbors, who come as casual callers.

It's a shooting and hard-fisted episode, with the young hoodlum finally breaking down to his age, in tears, as he sees his girl killed by gun fire when cornered by police after a chase.

Running time, 77 minutes. General classification. November release.

119 'Names' at 'U'

With the recent signing of such personalities as Germany's O. W. Fischer, Italy's Rossano Brazzi, Van Johnson and Merle Oberon, Universal-International's talent roster has reached its highest peak in the company's entire history, with 119 "name" stars and featured players now represented in U-I films ready for release or production.

NTFC Establishes Office

The National Television Film Council has established a permanent office at 1639 Broadway, New York City, following approval by the group's board of directors, it was announced by president John J. Schneider.

Melvin L. Gold, NTFC's lifetime president, will be in charge of the permanent office.

Rhoden

(*Continued from page* 1)

"expression of appreciation to the country's newspapers for their co-operation."

Announcement of Rhoden's decision was made over the weekend by Robert W. Coyne, COMPO special counsel. The COMPO statement quoted Rhoden as follows:

"It had been our intention originally to have a telecast of this event, but when we viewed it in all its aspects we decided in favor of announcements to be made through the various news services.

"We will hold an awards presentation with the press and permit reporters to disseminate the information regarding this first general poll in which exhibitors have taken such an active part."

Sees Unwelcome 'Competition'

Rhoden pointed out that a television show would be competitive both to theatres and newspapers. For this reason and because of the strong support given Audience Awards by the country's newspapers he feels, he said, they should be given first consideration.

Coyne said the COMPO office already had been advised that several newspapers around the country had asked about press arrangements for the announcement of the Audience Awards winners and had indicated they intended to send their own motion picture editors to cover the event.

Press to Be Invited

Although plans have not yet been perfected for the dinner, Coyne said he believed the entire Hollywood press corps would be among the guests, in addition to representatives of the trade press, outstanding Hollywood personalities and competitors for the awards. Well known figures in journalism also will be invited, he said.

Elect Zagrans to Head Phil. Group

PHILADELPHIA, Oct. 30.—At the regular annual meeting of the Motion Picture Associates of Philadelphia, Charles Zagrans, branch manager of RKO Radio Pictures, was elected president for the coming year. Elected to other offices were vice-president, Norman Silverman, branch manager of Republic Pictures; secretary, David Law, office manager of Warner Bros., and treasurer, Eddie Adelman of the New Jersey Messenger Service.

Elected to the board of directors were George Beattie, of William Goldman Theatres; Eli Epstein, RKO Radio Pictures; Jack Greenburg, formerly with Screen Guild; David Supowitz, architect; Lester Wurtele, branch manager of Columbia Pictures; Joe Schaeffer, Republic Pictures; John Turner, United Artists district manager; Lou Formato, M-G-M district manager, and Sam Diamond, branch manager for 20th Century-Fox.

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

No Go

▶ Those negotiations for the merger of Screen Gems and Television Programs of America have been called off "on an amicable basis." Milton A. Gordon, TPA president, reports tersely that in the two months of talks "certain problems were encountered which could not be resolved." He adds that it's back to work now, with complete emphasis put on distribution of "Count of Monte Cristo" and other properties.

ABC's Activities

▶ More changes at the American Broadcasting Company: separate station relations departments and cooperative program departments for the radio and television networks have been created. Alfred Beckman continues as director of station relations for the TV network, while Edward J. De Gray is his counterpart for the radio network. Robert Curran is manager of the newly created television cooperative program department and William Aronson takes over as manager of the radio equivalent.

Reradiator Ruling

▶ Milton J. Shapp, president of Jerrold Electronics, warns from Colorado Springs that the entire Federal Communications Commission allocation program is threatened by a recent FCC examiner's decision which recommended that the Commission not force "illegal" reradiators off the air. Speaking ast week at the western regional conference of the National Community Television Association, Mr. Shapp said that the examiner's "startling" decision—which quashed a cease and desist order against an illegal reradiator because the aw was broken "in the public interest"—makes it appear that anyone can put a radio or TV transmitter on the air. Thus, he added, "a license becomes an unnecessary restraint upon legitimate broadcasters."

Buys WNEW

▶ Jack Wrather, described modestly as a "Texas and Los Angeles ndustrialist," and whose extensive radio-TV interests include all rights to "The Lone Ranger" as well as holdings in KFMB-TV in San Diego, KTOV in Tulsa and a projected UHF TV station in Boston, last week came forth with $4,000,000 to purchase New York radio station WNEW. With him in the deal is John L. Loeb, New York investment banker. As is usual in such cases, the transaction is subject to FCC approval.

Sam and Ed

▶ When the redoubtable Sam Goldwyn appeared last week at the luncheon of the Radio & Television Executives' Society and was informally interviewed by Ed Murrow, (see cut) he made such a hit with those assembled, to many of whom he had been only a name (albeit a big one) that it's a cinch if he ever wanted a job in television, he'd have no trouble landing one. He said television is doing a wonderful job, believed film is better than live because of the chance to correct, and emphasized that the story's the thing, in TV as in other media. The writer, he said, was probably the key figure in the equation of this plus that plus that equals a TV show. On ticklish questions motion picture producer Goldwyn did neat and fancy tight-rope walking. Everyone, quite obviously including the protagonists, had fun.

Toll TV Waits

▶ The Federal Communications Commission still shows no signs of being ready to act on the hot subscription television question. The Commission is spending all its time right now on the de-intermixture problem, and reportedly will be another month or more working on that question. The toll television issue won't even be looked at by the Commission until the de-intermixture problem is out of the way.

Not Hay—or Cheese

▶ The Kraft Television Theatre, in an effort to attract good scripts as well as public attention, has announced that it will award $50,000 to the author of the best original play presented on its show in the 52-week period beginning this Wednesday. Kraft got the public attention, all right, along with some brickbats from various TV writers and producers. At last week's end, Kraft was accused, in well-publicized statements, of paying less for scripts than any other comparable show. The general opinion was that Kraft would actually be accomplishing more if, instead of bestowing one big prize, it just upped the ante on each individual script. But that, alas, would not have rated a line of copy outside of *Writers Digest.*

TV Today

Robert J. Burton of Radio & Television Executives' Society, Samuel Goldwyn and Edward R. Murrow, at society luncheon last week at New York's Hotel Roosevelt.

On a TV Code

▶ Marking the first time a public group has received total industry recognition, the National Audience Board, comprised of representatives of 30 civic and cultural organizations was invited by the National Society of Television Producers to its joint discussion-meeting of a Television Code of Ethics and Practices held Friday at the Beverly Hills Club in Hollywood. The meeting, attended by members of the Academy of Television Arts and Sciences and representatives of major television companies, was chairmanned by Tom Lewis, president of NSTP. Max Gilford, attorney for NSTP, summarized a suggested code for all producers. D. Brandon Bernstein, NAB's legal adviser on the coast, joined NAB Code Committee representatives, Mrs. Joseph Wenger, of the California Federation of Women's Clubs, and Mrs. Florence Thalheimer, president of the Beverly Hills Board of Education, in the discussion of proposed resolutions.

In Our View

WHAT may go down in television history as "The Wagner Affair" is having wide repercussions, some of which are not good for the television industry's public relations status. This is especially regrettable because better advance preparation by the parties concerned could have avoided the "bad press".

Until all the circumstances are known it is not proper to pass judgment on the propriety of Mayor Robert F. Wagner giving exclusive, full access to New York City department records to a firm headed by Theodore H. Granik, a personal friend and former associate. It is, of course, fitting and proper for the City of New York to extend cooperation to television producers. There is a long record of mutually satisfactory relations between the motion picture industry and various branches of government including top Federal Departments. The young television industry also has enjoyed fine governmental relations, many of which have been on a local level.

Complications in the New York City deal spring from the fact that a monopoly or exclusivity has been given to a commercial organization without direct financial benefit to the city and inadequate advance preparation was made both with the department heads, notably the Police Commissioner and with members of the administration charged with press relations.

Exclusive access is something to be sought by a producer but it is still to be determined whether governmental authorities have the legal or moral right to deny access to other qualified persons.

Passing in Review

IT'S FOOTBALL TIME AGAIN and, with television at hand, there would seem to be no reason at all for old grads to jeopardize their health by sitting in cold concrete stands fighting the elements with blanket and flask. Unless, of course, the TV coverage approximates that of the Dartmouth-Harvard game at Hanover last Saturday (October 22) by CBS-TV. At best the play-by-play commentary was unobstrusive. At worst it was making small-talk about the advance in football helmet design during one of the game's most crucial moments. On the other hand, NBC-TV's audio and video on the Princeton-Cornell game at Ithaca were top-notch sports reporting. Geraldine Page made a welcome television appearance Wednesday night (October 26) in CBS-TV's U.S. Steel Hour. Miss Page was often hilarious as the Queen of Hollywood Westerns, while the script, purporting to lampoon Hollywood's whims and ways, simply compounded the stereotype conception of the film capital held so dearly by those who know it the least. The Theatre Guild knows better. Note should be made that ABC-TV's Thursday night "Star Tonight" continues to be one of the most interesting—if uneven—of the half-hour dramatic shows. Its "Finders Keepers" (October 27), with script by George Kelly and starring Marian Winters, was one of the best. Elsewhere:

HALLMARK HALL OF FAME, "Alice in Wonderland," NBC-TV, 1½ hours, 4 P.M., EDT, Sunday, October 23, 1955. Live, compatible color, from New York. For Hallmark Cards, Inc.

Maurice Evans, producer, host and narrator in this TV version of the immortal "Alice in Wonderland," may take a deep bow for this entertaining rendition, taken from a stage play by Florida Friebus and Eva LeGallienne, and directed by George Schaefer. For costuming, conception, production detail, music performance, everyone involved may bow beside Mr. Evans. To take first things first, the through the looking glass detail and the shrinking of Alice were accomplished smoothly, neatly and without the slightest mechanical betrayal. It was a minor but vital triumph for the electronic television experts. Gillian Barber, little British girl, was a charming and wholesome Alice, properly attuned to her task, and acquitting herself with poise and a high measure of skill. The rest of the cast, perfectly cast, need only be named: Martyn Green (that spendid Gilbert and Sullivan player) as the White Rabbit; Bobby Clark, the Duchess; J. Pat O'Malley, the Gryphon; Burr Tillstrom (of Kulka, Fran and Ollie), the Mock Turtle, and puppeteer for the oysters; Elsa Lanchester, the Red Queen; Eva Le Gallienne, the White Queen; Reginald Gardiner, the White Knight. Those are the top names, but the others, as Humpty Dumpty, the Mad Hatter, the March Hare, Tweedledum and Tweedledee, the Cook, and all the rest, were equally delightful and equally good. It was heard somewhere that "this was not Lewis Carroll." In the first place, that makes no difference whatsoever, and in the second, who cares. This was Alice in Wonderland, a TV wonderland, and it was most happily done.

HIGHWAY PATROL. NBC-TV, ½ hour, 7 P.M., EDT, Monday, October 24, 1955. Film. For Ballentine.

Broderick Crawford imparts the proper ingredients of two-fisted action, sympathy and executive force to the role of the chief of a state highway patrol, in this new series. Presumably based on authentic police records, the series looks to rate at least par or better of its type. This particular initial subject in the series concerns a convict escaped from a state prison and the manner in which the highway patrol, in pursuit, by virtue of fast-moving cars, two-way radio communication and alert reaction to every move of the escapee, succeed in bringing him down. Bob Forrest plays the criminal. Vernon Clark was production supervisor for the Ziv series. Herbert L. Strock directed.

SEE IT NOW, "The Vice-Presidency—the Great American Lottery." CBS-TV. 1 hour, 9 P.M., EDT, Wednesday, October 26, 1955. Film. For Maybelline and CBS Television.

Here returns to the television screen the notable series, "See It Now," with Edward R. Murrow again the distinguished guide. Here, with the utilization of photographic material, historical documents which lend rare authenticity to the presentation, old newsreel shots and dramatic recreation is presented an engrossing study of that much-neglected subject and office, the Vice-Presidency of the United States. Its origin in the Constitutional Convention, the political football it became, its descent and recurring ascendancy in the scheme of things American are told well, succinctly, interestingly. Murrow is undoubtedly possessed of the finest diction, the most incisively compelling voice on all of television, and in handling such material as this he is at his excellent best. Here is a fine start for a sound program. An Edward R. Murrow-Fred W. Friendly production.

FORD STAR JUBILEE, "Mary Martin and Noel Coward, Together with Music," CBS-TV, 1½ hour, 9:30 P.M., EDT, Saturday, October 22, 1955. Live, compatible color, from New York. For Ford.

The second Ford Star Jubilee was not so much a "spectacular" as it was a "remarkable"—proving, as some people in the industry must have realized before now, that all it takes is talent, taste and showmanship. Although he obviously is not the special cup of tea to a great many people, Noel Coward, as producer, director and co-star making his TV debut, gave television veterans a lesson or two in how to handle the medium, and not for a minute did he confuse it with the legitimate stage, vaudeville or motion pictures. "Together with Music" was just that, simple, intimate and deceptively spontaneous, a practically perfect utilization of television's unique capabilities. As co-star Mary Martin was not only charming and vital in her own right, but managed to register a thoroughly infectious joy at finding herself playing to such a pro as Mr. Coward. The material was 98 per cent Coward with sma dashes of Cole Porter and Jeron Kern, and, admittedly, about adult as the law allows over th air. It's to be hoped that CB won't be too upset over the comparatively low audience rating obtained. Noel, singing his worl weary, mock laments, was boun to be something of a shock to th unaccustomed eye and ear America. The man, however, wh in one career can turn out suc a variety of things as the film, "I Which We Serve," songs like th "Bittersweet" waltz or "Mad Dog and Englishmen," along with play ranging from "Design for Living to "This Happy Breed," shoul eventually be taken seriously.

BURNS & ALLEN SHOW, CBS TV, ½ hour, 8 P.M., EDT, Monda October 24, 1955. Film. For Car nation Milk Company (alternatin with B. F. Goodrich).

George and Gracie, now we into what might be their 1,000t entertainment season, were i usual form in last week's slightl attenuated episode. This had t do with George's problems a Gracie tried to make things easie with him as he corrected proof on his forthcoming book, the titl of which was mentioned prominently and often and now, perversely, has slipped the mind o this reviewer. Gracie, looking prettier than ever, added som comic moments as she tried t cope with an actor son (Ronni Burns) who decided to change hi name for professional reasons. Instead, Gracie changed hers to Lol E. (for Eggs) Benedict and confusion reigned at Bergdorf's Pleasant comedy, some whamm plugs, filmed in smooth glossy fashion by McCadden Productions

"THIRTY-NINE STEPS," Alfred Hitchcock thriller starring Robert Donat and Madeleine Carroll, acquired by Atlantic Television Corporation, for inclusion in Atlantic's 55/56 package, has just been booked by WCBS-TV, New York City.—*Adv.*

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TELEVISION IN BRITAIN

LONDON: A working arrangement has been concluded between wo programme contractors—Associated Broadcasting and Associated British Cinemas—which forms the rst stage in the building up of a ational network. To avoid confuion between the identity of the wo companies, Associated Broadasting has consented to change its name to Associated TeleVision and n future will be known thus or its abbreviated call-sign—ATV.

The two companies have agreed, within the terms of the Television Act, to cooperate in providing the best available programmes "on the days and in the areas for which they have been appointed programme contractors." Studio facilties in London and Birmingham will be shared, and complete cooperation is envisaged.

AIDAN CRAWLEY, Editor-in-Chief of Independent Television News, introduced at a press conference his first five newscasters. They are Chris Chataway, the world three-mile record holder, Robin Day, ex-B.B.C. producer, David Lloyd-James, Barbara Mandell, ex-B.B.C., and Rex Keating, formerly programme consultant to the Near East Broadcasting Station in Beirut.

SIR THOMAS BEECHAM has signed an exclusive contract with Granada TV as musical adviser. He is preparing an "unconventional" series of programmes featuring the Philharmonic Orchestra.

BRITAIN'S first 6d-in-the-slot TV set has been demonstrated here. The set is intended for television renters, hoteliers and boarding-house landladies. The customer pays for what he sees.

—*PETER BURNUP*

IN THE LOOP

CHICAGO: A statement just released by C. G. Simpson, managing director of the Electric Association, reveals that as of August 31, the 2,000,000th television set had been sold by distributors to dealers in Chicago and a 50-mile radius. . . . After 21 years on radio, the Northwestern University Reviewing Stand was televised for the first time, October 22, over WGN-TV, Channel 9. The Reviewing Stand is the only university discussion program televised in the midwest and the only one broadcast over a national radio network.

Ziv has opened an office at 520 North Michigan Avenue, with Alvin E. Unger in charge and Frank O'Leary heading the staff. . . . George B. Anderson, nationally known creator of network radio and TV shows, has joined Ruthrauff & Ryan, Inc. here as creative head of the radio and television department. He is credited with having written more commercially-sponsored mystery shows than any other writer in the world.

Motorola, Inc., here, having developed mass production of a new very high frequency transistor, reports that with 212 stations already set for color, it expects to sell 50,000 color TV sets this year and more than 300,000 next year.

ABC's KINTNER THROWS BALL TO FCC ON A FEW PROBLEMS

by FLOYD STONE

TV Today

TREND SETTER. Pulse' choice of the year, ABC president Robert E. Kintner, on the dais at Pulse' 14th annual luncheon. With him, Robert Stone, general manager of WABC-TV; Albert Blankenship, of Ted Bates agency; Dr. sidney Roslow, director-founder of Pulse; Leonard Goldenson, president of AB-Paramount Theatres, and Dr. Paul Lazersfeld, Columbia U.

A tilting at an opponent only partly defeated, marked Robert E. Kintner's acceptance Wednesday last of Pulse's award, "Man of the Year."

The opponent is monopoly and Mr. Kintner is agin it.

The president of American Broadcasting told media and other executives at luncheon in the Hotel Plaza that he and his company, lately with the aid of new capital from Paramount Theatres, had made gains, but that in many situations there still is not real competition.

He commented: "For the future, I would say the Number One television problem is the scarcity factor in the total number of stations in individual cities. I am referring to the limitations that the Federal Communications Commission has put on the number."

The UHF riddle Mr. Kintner posed again. It is needed, yet it cannot succeed against VHF competition. Mr. Kintner noted CBS and also his own company have put before the FCC plans to blanket the top 100 markets, and put his viewpoint in this form:

"Through deintermixture, that is the removal of UHF or VHF stations from some cities; through reallocation of VHF stations now assigned, but unused in less populous communities; through the opening up of educational stations which are not going to be used for any real purpose to regular programing, we can build competitive services in most of the top markets of the country. We believe that this is one problem left in the communications industry that will plague and vex not only the industry, but the public as well for the rest of its days unless action is taken soon. Faster FCC action is also needed on VHF grants in such cities as Pittsburgh, Boston, and Miami where the VHF allocations are undecided."

Not only are people entitled to have at least three choices of national programs, such choice also is in the selfish interest of the advertiser, the agency and the station, Mr. Kintner alleged. He believes with less scarcity of stations there'll be competition such as radio never had.

He pointed up a reason for those connected with programing to give their all for FCC action: a stronger third network means greater opportunity for talent, and for program ideas. He added the advertiser and the agency now have freedom of choice: "They no longer are as dependent upon their franchises on NBC or CBS. They now have additional ways of testing new programs, building new franchises and improving old ones. They know if competition increases, programs improve, and public response grows."

He said he hoped there might be a fourth, or a fifth, network.

As for ABC, it was fortunate after struggling without sufficient capital ("and the operation of a television network is basically a matter of capital") that the Paramount merger occurred. ABC is able to hold its own and compete for leadership.

◆ ◆

Mr. Kintner had some flattery for radio. ABC feels it represents not merely a force for good, but a means of making substantial money. After study, it has decided to increase spending. It is experimenting, day and night. The fault in radio's revenue decline is with the networks, which haven't given sufficient time, money and energy; with the agencies, which take the easy way (television-glamour); and with some advertisers, who listen overmuch to salesmen.

What radio needs, he believes, is service which will accommodate itself to what the listener is doing at any moment.

What people should realize, he believes, is that radio no longer is family listening, nor necessarily housewife listening. Radio listeners are individuals, in all rooms, in cars and at work.

ABC also has found higher listening mornings by young wives with large families, who prefer realistic dramas. The result here is the network feels it knows these listeners ask for entertainment with real relation to daily life, and it has ended soap opera.

ABC has found about nighttime listeners an appetite for information in an entertaining form which still allows them freedom to stray from the set. The result is the network is re-programing Mondays through Fridays so the listener "is free to tune in or out and is enabled to get not only news but entertaining and practical approaches to his improvement and greater happiness.

"What we are trying to do is to establish a theme, in each 25 minutes of programing, broken by five or 10-minute segments so that the listener will have the freedom to choose at any time during the evening, without being glued to his set. At the same time, however, we have retained what we believe was and is the basic strength of radio: knowing at what time, on a regular basis, particular types of programing can be heard."

Mr. Kintner received his citation from Dr. Sidney Roslow, founder and director of The Pulse, for which this was a 14th birthday.

Dr. Roslow's organization said Mr. Kintner's "personal contributions and administrative direction represented the genius that has guided ABC to outstanding achievement. His development of network know-how in winning the hotly competitive and coveted 'Disneyland' and the newest 'Mickey Mouse Club' have made more and more advertisers 'look to all three'."

Mr. Kintner acknowledged in reply that his company has "become a factor to be reckoned with in the communications business."

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The Show-Makers

At the "Alice in Wonderland" rehearsal at the Brooklyn theatre, for the Hall of Fame telecast. George Schaefer director, gives the Footman a few extra eye lines, and Noel Taylor, costume designer, straightens the wig.

Arnold Stang, *who was Francis of the Berle show, has been signed to play in "The Goldbergs," the Guild Films show produced by* ***William Berke.***

◆

Dick Powell *stars as a Western sheriff in "A Spray of Bullets" on Four Star Playhouse, November 3 on CBS-TV. In the cast as well are* ***Raymond Hatton, Jean Howell*** *and* ***Bob Wilke. Dick Carr*** *wrote the script, directed by* ***Roy Kellino.***

◆

Lillian Roth *will star in "The Switch," her first dramatic TV appearance, on the United States Steel Hour November 9 over CBS.*

◆

John Rich *will become the director of the Our Miss Brooks CBS show commencing with the November 10 telecast.*

◆

Cely Carrillo, *Filipino music student, will make her initial appearance as a performer in the Guild Films series, I Spy, starring* ***Raymond Massey.*** *She will be in the episode which is titled "The Deadliest Weapon."*

◆

Gigi Saturday, former Las Vegas *show girl, and protege of* ***Ann Sothern,*** *has been signed for a role on the hour-long NBC-TV color show by* ***Milton Berle,*** *which will be written and directed by* ***Don McGuire.***

◆

Jeff York *has been signed by Walt Disney to appear as Mike Fink, king of the keelboaters. He will make his debut in "Davy Crockett and the Keelboat Race" on Disneyland, November 16 and December 14, seen over the ABC network.*

◆

Maureen O'Sullivan *will co-star with* ***Charles McGraw*** *in the next Casablanca story on Warner Brothers Presents November 8, over ABC.*

Shows on the Mark

"Dateline 2," produced in cooperation with the Overseas Press Club, will be the show on Producers Showcase, NBC-TV and colorcast, Monday, November 14, with Milton Berle, William Holden, Greer Garson, Martha Raye and John Wayne. Robert E. Sherwood will write original material.

◆

The Patti Page Premiere Party Show November 2 at 10:30 P.M., EST, (NBC-TV) will have Perry Como as guest, and Patti Page as star. The show will introduce the new Oldsmobile line, hitting showrooms next day.

◆

The Afternoon Show is the title of the new film series which will have its premiere on WABC-TV this afternoon. The show will include 30 motion pictures, recently purchased.

◆

"Spin and Marty" will start November 7 over the ABC-TV network as a 20-episode feature of Walt Disney's Mickey Mouse Club, seen daily 5 to 6 P.M., EST. Boys on a western ranch is the "Spin and Marty" theme.

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Matinee Theatre Plan Devised to Draw Players

HOLLYWOOD: Well known performers who might have frowned on the limited budget allowance for their appearance on NBC-TV's "Matinee Theatre," which launches its series today, now are attracted to the show's opportunities under a new plan of operation, it was pointed out in an interview with Winston O'Keefe, producer in charge of talent and directors for the one-hour program.

To compenate for its inability to compete with nighttime budgets of equally important shows, "Matinee Theatre" rehearses its cast at night, with only three working "days" required on a week's contract. This enables players to dovetail TV-film assignments in the same week.

Mr. O'Keefe, former TV executive with Fuller & Smith & Ross, Ruthrauff & Ryan, Kenyon & Eckhardt and administrative head of Theatre Guild's TV program before joining NBC last year, has three casting assistants to service "Matinee Theatre." Despite the vast amount of seasoned performers and featured players to choose from in Hollywood, Mr. O'Keefe indicated a trek to the coast by a number of Broadway faces confident of the show's opportunities and a chance for employment among the more than 3,000 actors who will be needed to complete the season.

Mr. O'Keefe, a former Broadway actor himself, also identified as the co-founder of the Professional Training Program, which gave homecoming G.I.s a chance to pursue the acting profession under the G.I. Bill of Rights, views his department as one which will contribute largely toward the discovery and development of new "matinee idols."—*SAMUEL D. BERNS.*

Who's Wher

CRENSHAW BONNER, LEONAR CORWIN, JACK SKINNER, JU LIAN P. BERNARD and **EDWAR C. SIMMEL** are new account e ecutives at Television Programs America, the announcement ma by **MICHAEL M. SILLERMA** vice-president. Also, **E. L. CO BURN** has rejoined the firm.

STANFORD LEVY has been a pointed to the newly created po of WRCA-TV sales facilities c ordinator, it was announced b **JAY HEITIN,** sales manager of th NBC-owned New York station.

LANE BLACKWELL has bee named to head the London offic of Freemantle Overseas Radio TV, Inc., **PAUL TALBOT,** pres dent, announced.

DONN TATUM, former Pacif Coast director of television fo ABC, has joined the newly forme Conne-Stephens Productions, Inc as a vice-president, announce **WILLIAM STEPHENS,** presiden

ROBERT L. COE has been ap pointed regional manager of th ABC Television station relation department. He succeeds **DONAL S. SHAW, JR.,** recently named na tional director of television statio relations.

E. JAMES YORK, formerly wit King Features, has been appointe manager of the merchandising de partment of Screen Gems. Als **ROBERT COOPER** has been name supervisor of premium merchan dising and **JOYCE SELZNICK** su pervisor of merchandising exploit ation.

TELEVISION TODAY—Editorial Directo Charles S. Aaronson; Eastern Editors Pinky Herman, Vincent Canby; Holly wood William R. Weaver, Samuel D Berns; Washington: J. A. Otten; London Peter Burnup; Photo Editor: Floyd E Stone.

ITS OPRY TIME (Grand Ole Opry) making its bow over ABC-TV, from WSM, Nashville. There will be 13, one a month, sponsored by Ralston-Purina's Chows division. Four thousand persons watched the show above. The cast numbers almost 100. November 12, another show.

Columbia

(*Continued from page* 1)
tand, testified that Columbia has aintained a close watch on develpments in the television field since he beginning, giving steady attenion to surveys and reports made by conomists. Whether to sell theatrial pictures to television was among he problems discussed at executive neetings in Chicago in 1951, the vitnesses testified, at which time the ossible future use of pay-as-you-see elevision on a large scale by teleision interests was weighed in the ompany's calculations as possibly afecting the value of the company's acklog of feature product.

Labor Problems a Factor

Labor problems, such as re-paynents to talent for films sold to teleision, was another among the factors vhich led to the decision not to sell roduct to television.

All Columbia witnesses testified heir company had not collaborated r conferred or conspired with any ther distributing concern or with ny organizations named as co-conpirators in formulating its policy.

Brylawski

(*Continued from page* 1)
iation had just concluded a new our-year contract with the motion icture operators, for an average inrease of 7½ cents an hour. This overs practically all theatres in the istrict of Columbia and nearly all f Maryland. New contracts with the tage hands are pending.

Brylawski is head of the real estate epartment in Stanley Warner Theares here. He was re-elected viceresident of the Theatre Owners of merica at its recent Los Angeles onvention, and also served as head f its legislative committee.

Legion's 'B' Rating Awarded to 4 Films

Four pictures, "Fort Yuma," "Oklaoma!", "Rose Tattoo," and "The rouble With Harry" were placed in he National Legion of Decency's B" classification, according to the egion's latest bulletin.

The Legion found UA's "Yuma" as aving "excessive brutality and sugestive sequences"; objected to the suggestive song, dialogue and situaions" in "Oklahoma!"; objected to he "suggestive situations and diague" in "Rose Tattoo" and objected the Paramount production of Harry" as having certain lines of ialogue and innuendos contained as ggestive.

Use School Tie-ups For Para. 'Ulysses'

Under tieups with schools in their mmunities, many theatres throughut the country have been admitting udents to showings of Paramount's Ulysses" at nominal prices under ecial coupon policies, Paramount nounced here at the weekend.

REVIEW:

Operation Malaya

ARC

Hollywood, Oct. 30

Efforts of Communists to introduce their system in the Malay Peninsula, and the measures employed by the English to combat these efforts, combine to make this British documentary an entertaining study of post-war conditions in that unsettled section of the Far East. As a commercial screen item, however, it cannot be rated better than fair.

The picture was directed by David MacDonald, produced by John Croydon and Peter Crane, "devised and written" by Croydon and MacDonald, with commentary by Croydon. It is an Abtcon Pictures Presentation, and it is being distributed by American Releasing Corporation.

With the appearance of having been compiled from newsreels, stock footage, and perhaps from official archival sources, the film shows how Communist rebels, hiding in the Malayan jungle and armed with smuggled weapons, raid British rubber plantations and tin mines, destroying property and slaying personnel, and how specially trained troops, British and Malayan, prevent them from reestablishing a Communist force in Malaya capable of upsetting the postwar peace. All the players are native or military or identified British officials, none of them professional actors.

Running time, 65 min. General audience classification. Release date, Oct. 5.

W. R. W.

Seed Films Wins Seaway Contract

WASHINGTON, Oct. 30.—The St. Lawrence Seaway Development Corp. said that Seed Sound Films, of Niagara Falls, N. Y., was the apparent low bidder for the production of documentary color film on the U. S. construction of the seaway.

A total of 43 bids were tendered, with Seed Sound bidding $33,900 and the next low bidder, Newsfilm of Buffalo, bidding $44,730. The program calls for one 14-minute film for each year through 1959 and a final composite 28-minute film made up from the earlier films.

Gemini

(*Continued from page* 1)
bers of the IUCE, now in convention here.

The Skouras statement, given to Gemini in answer to the latter's plea for standardization of media, pointed out, said Gemini, that the producers of CinemaScope have assured exhibitors of an adequate supply of films in this medium for many years to come.

Mentioned 55mm. Process

Gemini added that Skouras also had pointed to his company's development of the 55mm. filming process, convertible to 35mm. positive, a system which Gemini said is scheduled to be demonstrated shortly.

Bresler to Bryna

(*Continued from page* 1)
several Academy Awards, Bresler also was a producer at Universal-International and Columbia. His credits include "An Act of Murder," "Another Part of the Forest," "The Mob" and "The Web." He is treasurer of the Screen Producers Guild.

First Is 'Indian Fighter'

Bresler, who will assume his new post on Nov. 7, and Douglas shortly will select a property as the second production by Bryna, which is making six pictures for United Artists release. The first film under the production-distribution agreement is "The Indian Fighter,"

704 Mexican Prints Exported in 6 Months

MEXICO CITY, Oct. 30.—Mexican picture producers exported 704 prints of their productions during the first half of this year, mostly to the U. S. and Latin America, upon which they paid export duties of $16,000, it was announced by the National Cinematographic Board which authorized the exports.

Venezuela was the top Latin American buyer, then Colombia, Cuba, Guatemala, Costa Rica, Panama and Puerto Rico. France, Italy and Spain bought, but on a lesser scale. The pictures contained 15,236 reels. January, when 158 were shipped, was the peak month of this business.

Eastman Demonstrates New Kinescope Recording Development for Television

Special to THE DAILY

Television Today..

ROCHESTER, N. Y., Oct. 30.—Demonstration of a new system developed by Eastman Kodak Co. for speedy kinescope recording of color television programs was held here for representatives of major television networks at the Kodak Research Laboratories. The new system is said to make it possible to record a color television program on special black and white film called lenticular film and to re-telecast the program in color. The film can be processed in about an hour.

In the past, kinescope recording of color telecasts have been handled only on an experimental basis and the process has taken a day or more to complete.

This development is expected to aid television networks in making quick kinescope recordings of color programs to help overcome problems resulting from time zone differences between various sections of the country, it was said.

TENT TALK

Variety Club News

MIAMI.—Variety Club of Miami, Tent No. 33, elected the following officers to be installed for 1956: Sig Eisenberg, chief barker; George Storer, Jr., first assistant; Victor Levine, second assistant; Al Mercur, dough guy, and Frank Maury, property master. The crew on the board of governors consists of Carl Gardner, Richard Wolfson, George MacLean, Albert J. Hirsch, Woodrow Giordano and Abe Gurivitz.

△

ALBANY.—Harold Gabrilove, who was in charge of various Paramount-Publix theatres, including the Rivoli, New York, before entering the radio and records business in Newburgh, was elected chief barker of the Albany Variety Club at a meeting of the new crew.

Serving with Gabrilove, who now heads RTA Distributors, Inc., here, are: first assistant chief barker Lewis A. Sumberg, film attorney; second assistant, Norman Weitman, Universal manager; property master, John Hamilton, Berlo Vending Co. manager; dough guy, George H. Green, local business man.

△

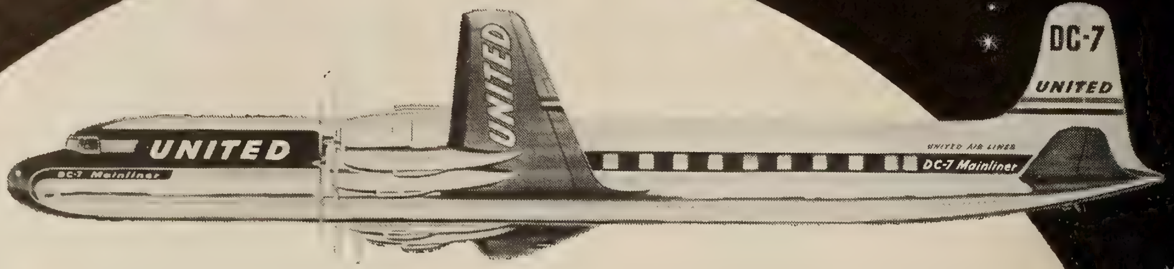
SAN FRANCISCO.—Variety Club of Northern California, Tent No. 32, raised $6,000 from the audience collection in 250 Northern California theatres where the trailer on its Blind Babies Foundation was shown. The annual golf tourney and dinner-dance at the Lake Merced Golf club netted another $1,800 toward the $55,000 budget of the Heart committee in 1955. Counseling 300 families with pre-school blind babies are Tent No. 32's six welfare workers; this Tent's charity. Fourteen nominations for the eleven man new crew were accepted at the October meeting, press guy Jack Marpole reports.

△

ATLANTA.—The Atlanta club of the Women of the Motion Picture Industry (WOMPI) has a Hallowe'en party slated at the Atlanta Variety Club for today. The party will end the current membership drive and prizes will be awarded. The proceeds will be set aside as a start of a fund for the national convention to be held in Atlanta next Oct. 4-5.

△

ST. LOUIS — David G. Arthur, Chief Barker of Tent No. 4 of the Variety Clubs International has announced the third annual Harvest Moon Festival of the St. Louis Variety Club for the benefit of the St. Louis-St. Louis County Day Nursery Care program at the Missouri Theatre. Highlights of the affair include a sneak preview, a dance contest and talent quest.



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New Service starts Oct. 30

Call your nearest United ticket office or
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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 85 NEW YORK, U. S. A., TUESDAY, NOVEMBER 1, 1955 TEN CENTS

Company Heads

Spur Effort On Global Permit Plan

Slate Round of Meets On Setting Up Formula

A stepped-up program of action to hammer out a world-wide formula for the allocation of foreign permits was adopted here yesterday at a meeting of the Motion Picture Association of America board of directors.

The program calls for meetings of company representatives beginning tomorrow on the problem, with all member MPAA companies to be represented on the special committee.

The series of meetings of the committee will be topped by another session of company presidents, who compose the MPAA board, next week,

(*Continued on page* 8)

Goldwyn-FWC Trial Set for Next Jan. 2

Special to THE DAILY

SAN FRANCISCO, Oct. 31. – The new trial date of the Samuel Goldwyn Productions, Inc., anti-trust action against Fox West Coast Theatres, National Theatres and eight others has been set for Jan. 2, 1956, it was announced by Judge Edward P. Murphy, United States District Court, Northern California Southern Division.

FWC attorney B. W. Priest reported to the court that agreement between the plaintiff's counsel, Joseph L. Alioto, had been reached as to the need for the delay for the preparation of documents. Further consultations, between both sides, are scheduled within the month.

Exhibitors Attend 'Pompey' Preview

Some 200 independent theatre and circuit owners and operators, plus entertainment industry celebrities, attended last night's advance showing of 20th Century-Fox's CinemaScope production, "The View From Pompey's Head," at the Roxy Theatre here.

A capacity theatre audience of ap-

(*Continued on page* 8)

Fox's Egan to MC Allied Banquet

Richard Egan, 20th Century-Fox actor, will be master of ceremonies at the Allied States Association convention banquet which will be held at the Hotel Morrison in Chicago on Nov. 9, it was announced yesterday.

Egan, who is currently in New York on the final leg of a 10-city tour in behalf of "The View From Pompey's Head," will join 20th-Fox president Spyros P. Skouras, executive assistant general sales manager William C. Gehring and research director Earl I. Sponable at the Allied meeting.

Defer Action

Canadian Meet Finds Rentals Topic 'Too Hot'

Special to THE DAILY

TORONTO, Oct. 31.—The controversial subject of exhibitor-distributor relations involving increased rentals on special product with raised price scales proved too hot to handle at the 14th annual meeting here today of the Motion Picture Theatres Association of Ontario at the King Edward Hotel.

After a prolonged discussion, the closest approach to a decision came in the suggestion of Morris Stein for the holding of a conference between exchanges and theatre organizations

(*Continued on page* 6)

Designed for All Nations

Theatre TV Network Is Proposed by IUCE

International Exhibitor Organization Also Calls for Release Standardization

By ARGEO SANTUCCI

ROME, Oct. 31.—A resolution suggesting the formation of a theatre television network by members of the International Union of Cinema Exhibitors highlighted the action taken at the closing session Saturday of the organization's convention here.

Other resolutions adopted by the meeting included one urging film producers to release standard size versions of all wide screen productions. This recommendation was made, the IUCE noted, in the face of exhibitor recognition of the advantages given theatres by the new processes in their competitive battle with television.

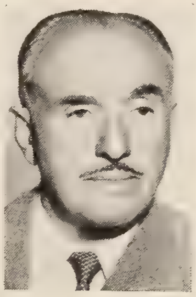
The organization also said it was satisfied with the statement given by Spyros P. Skouras, 20th Century-Fox president, to Italo Gemini, IUCE president, recently to the effect that 20th-Fox will be producing CinemaScope pictures for many years to come and cannot supply standard versions of its productions because, it believes, to do so would be unfair and injurious to the thousands of exhibitors who have invested in CinemaScope equipment for their theatres.

The resolution calling for the establishment of a theatre television

(*Continued on page* 2)

Warner, Kalmenson Deny Conspiring to Withhold TV Films

By WILLIAM R. WEAVER



Jack L. Warner

LOS ANGELES, Oct. 31.—Jack L. Warner, vice-president of Warner Brothers in charge of production, and Ben Kalmenson, vice-president in charge of sales, principal witnesses in today's session of the government's 16mm. anti-trust suit, traced the Warner Brothers policy toward television from the unqualified antagonism of 1948 to

(*Continued on page* 8)

REVIEW:

The Rose Tattoo

Hal Wallis—Paramount—VistaVision

The highly gifted Italian actress, Anna Magnani, is the emotional and unpredictable heroine of "The Rose Tattoo," a tragi-comedy based on Tennessee Williams' stage play and produced for the screen by Hal Wallis. Burt Lancaster is Miss Magnani's co-star and Marisa Pavan heads the large and capable supporting cast, both delivering top-notch performances. But the major share of the acting honors goes to the dark-haired star whose performance covers an extraordinary range of human emotions from high comedy to deep tragedy as she characterizes a woman who was in love with love and refuses to have her images

(*Continued on page* 8)

Global Organization For Distributors Set

From THE DAILY Bureau

ROME, Oct. 31.—The International Federation of Distributors Associations will be officially established in Madrid next March, it was announced by sponsors of the organization who met here last week.

Already in existence are international producers and international exhibitors organizations.

Hope was expressed here that the distribution branch of the American industry would agree to join in a sponsor's role. American representatives here participated in the planning meetings last week only as observers.

It was suggested in some quarters

(*Continued on page* 8)

PERSONAL MENTION

F. J. A. McCARTHY, Universal Pictures Southern and Canadian sales manager, will leave New York today for Miami.

•

HARRIET "PAT" GRAY, United Artists West Coast office manager, became a grandmother yesterday when her son and daughter-in-law, MR. and MRS. T. S. IKELER announced the birth of a son in Washington, D. C.

•

ROBERT COYNE, special counsel for the Council of Motion Picture Organizations, is scheduled to leave here tomorrow for Canton, O., to address a meeting of business men there on the motion picture industry.

•

DR. ALLAN L. BLACKMAN, son of MAX BLACKMAN, Warner Brothers real estate executive, is being mustered out of the Army and will resume his practice of medicine in New York.

•

BERNIE KAMBER, producers' representative, returned to New York from Hollywood over the weekend and will leave here on Friday for Europe.

•

JACQUES L. MONNEROT-DUMAINE, manager of Westrex Company, Iberia, has returned to Barcelona, Spain, from New York.

•

DOUGLAS T. YATES, vice-president of Republic Pictures International, is the father of a daughter born here to MRS. YATES at Le Roy Hospital.

•

MELVIN SAFNER, Woonsocket, R. I., exhibitor, will be married on Nov. 26 to ISADORA MANCOLL, of West Hartford, Conn.

•

MANNY REINER, I.F.E. Releasing Corp. general sales manager, is in Philadelphia from New York.

•

LEON ROTH, United Artists West Coast publicity coordinator, will leave here for Hollywood today.

•

JAMES LAWRIE, of Lawrie Productions, Ltd., has arrived in New York from London via B.O.A.C. Monarch.

•

WILLIAM SCHOOR, producer, has returned to Hollywood from New York.

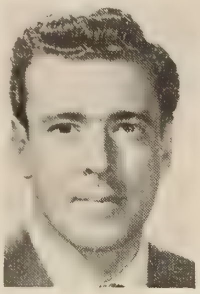
•

HUMPHREY BOGART and LAUREN BACALL have arrived in New York from the Coast.

•

CLIFF GIESEMAN of Cinerama is in San Francisco from New York.

Wm. Kent to NSS In Sales, Production



William S. Kent

William S. Kent, formerly vice-president of Calhoun Studios, industrial and television film producers, has joined National Screen Service Corp. in a sales and production capacity, it is announced by Geo. F. Dembow, president.

Kent, who has had 12 years of administrative and production background in advertising and television film, will enlarge the activities of National Screen in the area of business films and television commercials. At Calhoun Studios, Kent supervised the production of industrial and training films for some of the nation's leading corporations, and will develop this type of business at National Screen, according to Dembow.

Ehrlichman Named 'U' Buffalo Manager

Isadore "Ike" Ehrlichman, Universal Pictures sales manager in Washington, has been promoted to the post of branch manager in Buffalo to replace Jerome Wechsler who resigned, it was announced yesterday by Charles J. Feldman, vice-president and general sales manager. At the same time, Feldman announced that Robert L. Friedman, salesman in Albany, has been promoted to the post of sales manager in Washington to replace Ehrlichman.

Ehrlichman joined Universal in March, 1946, as an apprentice booker in Washington. He was promoted to the post of salesman in August, 1948, and sales manager in October, 1954.

Friedman started with Universal as an office boy in the home office in February, 1948.

17 Regional Bows For UA's 'Big Knife'

United Artists' "The Big Knife" has been set for 17 regional bows at key Loew's houses kicking off Thursday, it was announced by B. G. Kranze, general sales manager for United Artists.

Cities in which the Robert Aldrich production will open between Nov. 3 and 17 are Norfolk, Richmond, Akron, Atlanta, Baltimore, Bridgeport, Cleveland, Columbus, Detroit, Harrisburg, Hartford, Houston, Indianapolis, Louisville, Memphis, Providence, Reading, Rochester, St. Louis and Wilmington.

Charges Dismissed And Re-filed Against Lorain, O., Manager

Special to THE DAILY

LORAIN, O., Oct. 31. – Charges filed against Richard Kline, manager of the Lorain Drive-in Theatre, for "showing an immoral picture" and "exhibiting it to minors" under a new state law was dismissed by Municipal Judge Leroy F. Kelly on the grounds that the arrest of Kline took place on Oct. 5, while the new law went into effect on Oct. 6.

However, city prosecutor Ray L. Miraldi immediately filed similar charges against Kline under an old Ohio statute. Hearings on these charges will be heard on Nov. 8. Picture in dispute is "Teaserama."

Columbia Filming 2 Pictures in NYC

Two feature pictures, "The Solid Gold Cadillac" and "The Harder They Fall," which Columbia Pictures will release in 1956, are currently being shot on location in New York City.

Producer Fred Kohlmar and director Richard Quine, with stars Judy Holliday and Paul Douglas, are filming "Cadillac" in and around Rockefeller Center, producer Phillip Yordan and director Mark Robeson are working with their cast and crew filming their boxing story in various parts of the city.

Kohlmar reported in a slack moment that yesterday Columbia had him working on the preparation of "Long Chance" and "Pal Joey," the latter being in CinemaScope and color. He said that production on one of them would begin when he gets back to Hollywood.

Quine, an alumnus of the legitimate stage, said that "Cadillac" was being filmed in black and white, with the exception of the final scene which will be in Eastman color; the last shot will be of the "solid gold" car.

Quine, who also directed "My Sister Eileen," said that Columbia had nothing planned for him, as far as he knows, for the future.

Fox-Wis. Top Post To Frank on Nov. 8

MILWAUKEE, Oct. 31.—Al Frank, affiliated with the Fox-Wisconsin Amusement Corp., here for 17 years, will take over the general managership on Nov. 8, replacing Gordon Hewitt, who is being transferred to the Coast.

Frank started with Fox-Wisconsin Amusement as manager of one of its theatres, consequently managing various other theatres throughout Wisconsin. Three years ago he was appointed district manager.

IUCE Meeting

(*Continued from page* 1)

network in the countries of all IU members proposed that its progra be exclusively for theatre use. It a recommended that IUCE memb begin at once to investigate the pra ticability of such a network.

The convention also approved a solution granting financial support IUCE to the International Cen Cinema for Children, which is sp sored by UNESCO.

Myron Blank, president of Theat Owners of America, represented t organization at the convention here.

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PEOPLE

Juan Aviles, editor of Spanish ressbooks in United Artists' foreign ublicity department, has won the top rize – "Flor Natural" – for poetry in ıe International Literary Contest hich is co-sponsored by the Spanish-merican Writers and Poets Circle of lew York and the Hispanic Institute f Columbia University.

◆

Perry Cabot has been named direcor of advertising for Recordak Corp., subsidiary of Eastman Kodak Co.

◆

William H. (Bill) Henry, newspaerman and CBS radio and television ommentator, will act in a consulting apacity on "The Eighth Day," the orthcoming Cinerama production, it as announced by **Grant Leenhouts,** ice-president of Cinerama, Inc., proucer of the film.

◆

Murray Lipson has taken over the ease of the Majestic Theatre, West pringfield, Mass., a theatre which as formerly operated by **Elihu Glass.**

◆

Maurice Bailey of Bailey Theatres, lew Haven, has been elected to the oard of directors of the New Haven ewish Community Council for a ıree-year term.

Promotion for 'Dolls' May Set MGM Mark

M-G-M, apparently, will utilize ıst about every type of promotion ktant for the introduction of "Guys nd Dolls," Samuel Goldwyn producon being distributed by Loew's, Inc. he list, as of today, includes departıent store tieups, tie-ins with naonal manufacturers, tours by the oldwyn Girls which also provide or TV appearances, and a pressbook hich M-G-M refers to as a "speccular."

The pressbook, devised by Howard ietz, vice-president, and his asociates and which is now in producon, runs to more than 100 pages.

The Goldwyn Girls have covered ore than 10,000 miles in their tours ıus far, visiting 60 cities, and have ade several appearances on TV, tother with Goldwyn, Joe Mankieicz, director, and some of the stars ıd leading players of the film.

Merchandise tie-ins have been arnged with 50 manufacturers for all pes of products, while a co-operave arrangement has been signed ith Macy's here for a six-week adrtising campaign prior to the preiere. The week of Nov. 14-23 has en set aside for a general storeide promotion plan for the picture.

National magazine breaks for uys and Dolls" were signed for "Collier's," "This Week," "Cosmopolitan," "Look," "Life," "Bazaar," "Time," "New Yorker," "New York Times Magazine," "Daily News," "Parade" and the fan publications.

To Tackle Tax Drive Issue

Slate COMPO Executive Committee Meet After Allied's Convention

The executive committee of the Council of Motion Picture Organizations will meet shortly after the Allied States national convention to decide on whether the industry should conduct another ticket tax campaign.

The tax drive will be one of the major topics of the forthcoming COMPO meet, the first such session to be held since last March. Preliminary to the meeting of representatives from COMPO member groups, the organization's governing triumvirate will convene.

The time-table of COMPO organizational activities was learned as some Allied units indicated that they would recommend Allied membership in COMPO for another year. The "mixed" attitude of Allied toward COMPO, it was learned, has been a major factor in delaying a meeting of the triumvirate and setting plans for other COMPO projects, such as the tax drive. COMPO, it is understood, is awaiting official word from the Allied convention, slated for Nov. 6 to 9 in Chicago, before calling a meeting of the triumvirate, or setting plans for its executive committee session. The Allied units to date which have indicated their approval of COMPO have "hedged" their position with sought-after guarantees, felt in trade circles to be easily fulfilled by COMPO.

Another big item on the agenda of the triumvirate and the executive committee is an assessment up to that date of the effectiveness of the Audience Awards campaign.

Drive-In Licensing Causes Stir in N.S.W.

By FRANK O'CONNELL

SYDNEY, Oct. 24 (By Air Mail). –To a chorus of press criticism, the New South Wales Theatres and Films Commission has granted nine drive-in licenses, of which six were to the combined exhibitor groups for the choicest situations.

The Films Commission is part of the Chief Secretary's department and with a state election coming up shortly the newspapers are seizing on the drive-in licensing matter to embarrass the Labor government. The Chief Secretary has stated publicly that he has every confidence "in the impartiality of the Theatres and Films Commission."

The point of dispute is the association of Commission chairman W. R. Harrop with the industry. Outsiders claim he still is so close to his former business associates in the exhibition side as to make his impartiality doubtful.

Col. May Participate In Australian Film

SYDNEY, Oct. 24 (By Air Mail). –Columbia is interested in making an Australian picture in conjunction with its British affiliate Warwick Prods. and local veteran producer, Charles Chauvel, producer of the very successful "Jedda," Lacy W. Kastner, president of Columbia International, said during a recent visit here.

Chauvel owns rights to an Australian historical novel which he would like to produce should an association such as that mentioned by Kastner materialize.

Warns of Threat to Business Freedom

MILWAUKEE, Oct. 31. – Ronald Reagan, in addressing the 41st annual convention of the American Chamber of Commerce executives, attacked film censorship as a dangerous loss of personal and business freedoms. He said that the inroads on business freedoms started with Hollywood and later spread to other industries.

Recounts Forms of Attack

He pointed out that Hollywood was considered the court jester of the industrial world and easy picking. "This led to discriminatory taxation, constant interference from anti-trust suits, frequent investigations, political and private censorship and false accusations about Communist infiltration when we ourselves had been fighting Communism with no outside help," he said, "this pattern became familiar to all of industry."

Reagan warned that unjustified political and economic attacks on Hollywood should be of concern to every businessman.

43 Theatres Greet Col. Far East Meet

MANILA, Oct. 31. – Described as "record-breaking" business, with the greatest number of bookings in any week of Columbia International's history, heralded the opening of the Jack Cohn drive in the Far East, it was announced at Columbia's first Far Eastern convention which opened yesterday in the Manila Hotel.

Forty-three first release key houses in 16 major Far Eastern cities, plus other key theatres, played Columbia pictures for a total of 1,439 engagements, which represents an 11 percent increase over the highest mark for any week since the company began operations in this area, it was said.

First of Series

AA Sales Meet In New Orleans Set Nov. 13-14

First of a series of Allied Artists regional sales meetings on the company's expanding production and distribution program has been scheduled for Nov. 13-14 in New Orleans by Morey Goldstein, AA vice-president and general sales manager, who will preside.

Morey Goldstein

The company's release plans will be outlined by Harold Mirisch, vice-president, who will come on from the West Coast for the conclave.

Discussions will center on "Gunpoint," set for Jan. 10 release; Walter Wanger's "The Body Snatchers," "The First Texan," William Wyler's "The Friendly Persuasion," "The Come On" and "The Four Seasons."

Branch Heads to Attend

AA sales personnel attending will be James Pritchard, Southern division manager; and branch managers James Hobbs, Atlanta; William Finch, Dallas; W. G. Carmichael, Oklahoma City; Bailey Pritchard, Memphis; Henry Glover, New Orleans, and Gene Dyer, Charlotte.

U-I Hosts Magazine Writers at Studio

HOLLYWOOD, Oct. 31. – New York magazine representatives planed out yesterday for their home offices following a three-day visit to Universal-International studio. While here the group viewed two of U-I's forthcoming releases, "The Benny Goodman Story" and "Never Say Goodbye."

David Lipton Host

The editors and reviewers, accompanied by Philip Gerard, U-I's Eastern publicity manager, included Florence Sommers, "Redbook"; Kay Sullivan, "Pageant"; Catherine Edwards, "Parents" Magazine; Ed Miller, "Seventeen"; Louis Berg, "This Week"; and Fritz Bamberger, "Coronet." David A. Lipton, U-I vice-president, was their host on the lot.

Richard Ullman, 57

HOLLYWOOD, Oct. 31.–Services for Richard E. Ullman, head of the payroll department at RKO Studios, will be held tomorrow. Ullman, 57 years old, died suddenly of a heart attack on Friday. He had been associated with the RKO Studios for the past eight years.

VILLA IS

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Crowds and comment both terrific!

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"At the Interstate Metropolitan...HOTSY!
VILLA'S kick-off cinches B. O. score!

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"PICTURE OF THE MONTH ...successfully combines intrigue and emotional conflict...will fascinate both men and women."
—*REDBOOK*

"Producer Grainger's special skill is on exciting display...It plays great and ou to pay a fat profit.
—*M. P. DA*

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GOING
GUNS!

IN DALLAS

At the Interstate Palace...SOCKEROO!
Headed for blazing first stanza!'

IN FT. WORTH

At the Interstate Worth...SMASH!
Grainger opus off to lusty start!'

RAINGER

VINTERS · GILBERT ROLAND

PANCHO VILLA

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RKO
RADIO
PICTURES

Mucho action south of the border...a top-notch shoot 'em and slug 'em outdoor adventure story."
—AMERICAN MAGAZINE

"Thrills, suspense and high adventure...sets four people on an explosive mission transporting gold to Villa."
—CORONET

Screenplay by
NIVEN BUSCH •
Story by
J. ROBERT BREN & GLADYS ATWATER

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A. ***Seat 'em in Griggs "Push-Back" Theatre Chairs!*** Patrons demand comfort...and find it in this one original, genuine "Push-Back" chair that's the last word in theatre seating. Instead of standing as others enter or leave, patrons simply push back slightly in their seats. And this easy-come, easy-go seating makes it easier for more people to reach concessions more frequently. Griggs "Push-Back" Chairs by RCA look smart, too . . . with a wide choice of colors for end and center standards as well as upholstery. All moving parts are enclosed for protection. Backs and seats are easily removable for thorough cleaning. You can lift chairs from standards and interchange them around the floor to equalize wear.

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RADIO CORPORATION of AMERICA
THEATRE EQUIPMENT
CAMDEN, N. J.

Canada Meet

(Continued from page 1)

"at the proper time and place" when a solution of the problem might be sought.

Various speakers including the MPTAO president, E. G. Forsyth, expressed the view that any semblance of a boycott or restrictive action by the exhibitor association could be dangerous and was undesirable. Stein declared that the proper approach to a solution would have to be at the national level with grievances supported by facts.

Henshaw Speaker

The Ontario Theatres Association maintained its paid up enrollment of 339 members but the organization's operating expenses were higher. A. E. Rolston, of Little Current, replaced Louis Consky Haliburton on the board. D. B. Henshaw, liaison officer for the Motion Picture Association of America here, addressed the annual luncheon, which was attended by about 300.

Milwaukee Finds No Basis to Ban 'Rebel'

Special to THE DAILY

MILWAUKEE, Oct. 31.—After the mayor's motion picture commission saw "Rebel Without a Cause" for the second time, it decided that there was no legal basis for banning the film, but it agreed that scenes of teen age violence be cut.

Valentine Wells, executive secretary of the commission, explained that his group was merely an advisory body. If the distributor does not make the recommended cuts, the commission would ask Mayor Zeidler to act. The city then would have to determine whether legal grounds existed for altering the picture.

Lerner Joins Guild

Arthur Lerner, one time head of Columbia Pictures foreign accounting department, has been named assistant treasurer of Guild Films. Lerner is a graduate of New York University where he won major letters in football and track. He will work under treasurer Aaron Katz.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . *with* RAY GALLO

A NEW high-powered direct current arc spotlight with a built-in power conversion unit and a new 90 to 135 ampere selenium rectifier will be on display at the booth of the Strong Electric Corporation, Toledo, at the Tesma-Allied trade show in Chicago, November 6-9. Also to be shown will be the newest model "Super 135" projection arc lamps and the "Trouper" arc spotlight and "Trouper" incandescent spotlight. In attendance at the booths (Nos. 30 and 40) will be Arthur Hatch, vice-president in charge of engineering; Harold Brown, vice-president in charge of sales; Clifford Callendar, Walter Frick and Hank Wiener.

•

S. D. Maizels, Oregon theatre owner, won the "Luxuria" projection screen given as a prize by the Stewart-Trans-Lux Corporation, Torrance, Calif., at the close of the recent TOA conventon in Los Angeles. The screen will be installed in the Walnut Park theatre, Portland.

•

National Theatre Supply has announced a 200-ampere arc lamp switch designed for mounting directly on any enclosed Simplex projector pedestal. The reduced amperage feature for striking the arc is accomplished by first closing the double-bladed portion of the switch, which is controlled by a black handle. As soon as the arc has been struck, full arc amperage is obtained by closing the single blade, which is a red handle on the switch. To "break" the switch all blades are activated by the black handle only.

•

Robert Jencks, president of the Thermolator Corporation, Glendale, Calif., makers of "Inkar" heaters for drive-in theatres, states that their new die-cast aluminum "chimneys" are now in production. The first public showing of the new heater will be at the Tesma-Allied trade show in their display at Booth 17.

•

American Seating Company, Grand Rapids, Mich., has begun construction of a $1 million addition to its steel plant that will be ready for use early in 1956, according to H. M. Taliaferro, president. Marking the largest single expansion program the company has undertaken in the past 30 years, the new facility is being added without any interruption of service or shipments, he said.

REVIEW:

Lay That Rifle Down

Republic

THOSE EXHIBITORS who have had ample success with past pictures featuring Judy Canova will find little to complain about with this latest one, Republic's "Lay That Rifle Down," which offers the mountain girl complete with her specialized appeal, complete with helpless looks, awkward mutterings and the like.

The story has Miss Canova working in a small-town hotel owned by her aunt, Jacqueline de Wit. Miss Canova, given to lively imagination, lies about a fictitious boy-friend, and has to turn to confidence man Robert Lowery, when her aunt and cousin, Jil Jarmyn and Tweeney Canova, call her bluff. Lowery, pleased with this turn of events, and who is looking for the fast buck, convinces the bank which holds the Canova mortgage, that a huge government plant will be erected on the site. The usual chain of events occur when the town learns about the plant and a buying fever breaks out. Everything is going smoothly, according to Lowery, who later on has a change of heart and admits the swindle. The two con men are eventually put in their proper place by the due proceedings of the law and Miss Canova finds out that her property has oil on it. Charles Lamont directed, with Sidney Picker as associate producer. Barry Shipman did the screenplay.

Running time, 71 minutes. General classification.

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Gala Showing of "View from Pompey's Head"

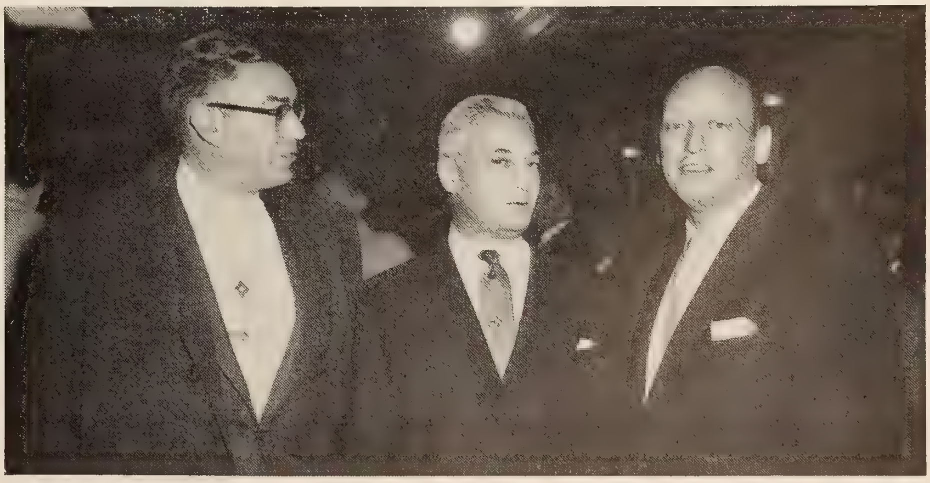
TWO of Hollywood's most exciting new personalities—Dana Wynter and Richard Egan—headed a list of stars, social, civic, political and business figures attending a special, advance showing of 20th Century-Fox's "The View From Pompey's Head" in CinemaScope at New York's Roxy Theatre last night. The top-budgeted attraction, bowing officially on Friday at the Gotham showspot, is adapted from Hamilton Basso's best-selling novel. Several hundred prominent theatremen and members of their organizations also attended the preview which received widespread TV, radio, newsreel and newspaper coverage. Philip Dunne produced, directed and wrote the screen play for the film. Miss Wynter and Egan are shown at the right, just prior to the start of the performance.

ROXY
THE GIRL IN THE R
VELVET SWING
NEMASCOP

Robert C. Rothafel, managing director of the Roxy Theatre, right, greets Gadi Timbes, official representative from St. Simons Island, Ga., where scenes from "The View From Pompey's Head" were filmed.

Samuel Rinzler, left, president of Randforce Amusement Corp., and Emanuel Frisch, treasurer of the circuit.

Attending the performance were, left to right, Abe Dickstein, New York branch manager of 20th Century-Fox; Mrs. and Mr. Harry Brandt, president of Brandt Theatres; Martin Moskowitz, Atlantic division manager of 20th Century-Fox, and Mr. and Mrs. Richard Brandt, seen here in the lobby of the Roxy Theatre.



Among the many prominent exhibitors attending were, left to right: Bernie Myerson, of the Fabian circuit, and Julius Joelson, head of J. J. Theatres, shown here with Martin Moskowitz, 20th Century-Fox sales executive.

(Advt.)

Audience Hails Para. 'Thief' in VistaVision At 'Command' Show

By PETER BURNUP

LONDON, Oct. 31.—Paramount's "To Catch a Thief" was warmly acclaimed by an enthusiastic audience in attendance at the Command Performance at the Leicester Square Odeon tonight. The Alfred Hitchcock production was generally credited with being the best picture yet offered for royal appreciation.

The picture was shown with the only VistaVision projection equipment in Europe, having been moved from the Plaza Theatre to the Odeon for the occasion, it was reported here, at the express direction of Barney Balaban, Paramount president. It was shown on a screen approximately 46 feet wide by 23 feet high.

After the showing the Queen privately remarked "This brought the Riviera through."

Report Big Grosses For WB's 'Rebel'

Warner Brothers' production of "Rebel Without A Cause," which opened in 39 engagements over the weekend, is recording grosses approximately 25 per cent ahead of "East of Eden," another film which starred the late James Dean, according to the film company.

At the Astor Theatre here, where the film opened last Wednesday, the first five days' business was a big $40,122, with an estimated $52,000 for the first week; Strand, Albany, first five days, $10,728, with a moveover holdover at the Ritz; Stanley, Baltimore, four days, $11,463; day-and-date at the Paramount and Fenway, Boston, four days, $18,766; Center, Buffalo, four days, $14,160; Allen, Cleveland, five days, $13,812; Roger Sherman, New Haven, five days, $11,485; Majestic, Providence, five days, $13,771; Stanley, Pittsburgh, four days, $13,585.

'Oklahoma!' in Coast Premiere Nov. 17

Rodgers and Hammerstein's "Oklahoma!," produced in Todd-AO, will have its West Coast premiere at the Egyptian Theatre in Hollywood on Nov. 17, according to George P. Skouras, president of Magna Theatre Corp., world-wide distributors of the picture.

The Hollywood theatre is the second to offer "Oklahoma!" in Todd-AO. "Oklahoma!" opened at the Rivoli Theatre in New York on October 10.

Announcements of other openings are expected shortly.

Kaufman to UPA

HOLLYWOOD, Oct. 31. — Les Kaufman, former Republic and U-I publicity director, has joined United Productions of America as advertising-publicity director.

The Rose Tattoo

(CONTINUED FROM PAGE 1)

shattered. From a box-office standpoint, the film should be in the top-gross class, especially in the larger situations. It's an "unusual" and off-beat type of production that is sure to command attention, and word-of-mouth should be so effective that its appeal should not be limited to any type of run. Even if some patrons don't like the story, the acting of Miss Magnani should be such a conversation topic that others will want to see it out of curiosity. Most critics will miss their guesses if she doesn't win an "Oscar," or, at least, a nomination.

The story concerns a small colony of Sicilians, hot-tempered by nature, who have settled in a seedy, semi-tropical Gulf Coast town where Miss Magnani lords it over her neighbors in the belief that her truck-driving husband's pure love has endowed her with the dignity of a baroness. She boasts with equal pride of the rose tattooed on his chest and strives to bring up their daughter, Marisa Pavan, in the strict ways of the old world.

But three years after her husband is killed while on a smuggling venture, rude disillusionment begins to set in. She learns that her husband had not been as faithful as she had believed, and the romance of her daughter with Ben Cooper, a sailor on leave, does not add to her comfort. When she meets Lancaster, also a truck-driver of Sicilian parentage, their romance is a stormy one, actually riotous and well sprinkled with comedy that borders on slapstick. But she resists all his attention until she determines the fact that her husband had not been true to her. Eventually she gives her blessings to the marriage of her daughter to Cooper and then accepts Lancaster.

While the action at times is violent, the interjection of comedy is well placed. Especially good are Miss Magnani's neigbors, a collection of gossipy and witch-like characters who represent the result of expert casting. And Lancaster's characterization also is deserving of Academy attention.

Daniel Mann's direction is excellent. The screenplay by Williams and the adaptation by Hal Kanter have intensified the best ingredients of the stage play.

Running time, 117 minutes. Adult classification. Release date not set.

AL STEEN

Global Permit Plan

(Continued from page 1)

tentatively set for Tuesday. The company presidents will assay the progress made, if any, toward working out a world permit formula, it was stated.

Yesterday's meeting of company presidents, convened to handle the problem of dividing up the remainder of Italian permits, reached no decision on the Italian issue following an exchange of views. The discussion then veered to the urgency of working out a world formula on the permit issue. It was then decided to, in effect, expand the four-company committee which previously worked on setting up a world formula to representatives from the six other member MPAA companies. The new committee will report within a week to the company presidents.

The meeting of company presidents yesterday was the second within a month to stress the need for evolving a world formula. It also marked the second attempt to reach a decision on the division of Italian permits, 82 of which are yet to be allocated. The projected new formula, if ready in time, may be used in the allocation of the 82 permits, it is understood.

It was stated that all companies represented at yesterday's meeting agreed to participate in the world formula talks, including Warner Brothers which, in the past, was said to be reluctant to exchange needed data. On the Italian permit issue, Universal is known to be seeking an increase in its allocation.

Five company presidents attended yesterday's meeting, including Barney Balaban, Paramount; Arthur B. Krim, United Artists; Milton R. Rackmil, Universal; Nicholas M. Schenck, Loew's, and Spyros P. Skouras, 20th Century-Fox.

Int'l Organization

(Continued from page 1)

that without American representation encouragement might be given to some French, German and Spanish industry interests which are reported to view the organization as an opponent of American distributors.

'Electronicam' Show

Allen B. DuMont's "Electronicam" will be explained and demonstrated at the Adelphi Theatre here tonight to a group of engineers belonging to the Atlantic Coast section of the Society of Motion Picture and Television Engineers.

Mrs. Mary Poblocki

MILWAUKEE, Oct. 31. — Mrs. Mary Poblocki, 58, wife of Ben Poblocki, head of Poblocki & Sons Co., Milwaukee, passed away after a short illness. Poblocki & Sons makes signs and scoreboards, and also operates a theatre at Burlington.

WB Officials

(Continued from page 1)

the present time, when the company is engaged in producing films for television under the title "Warner Brothers Presents."

Both witnesses categorically denied conspiring with any other company or exhibitor organizations to withhold films from television or from the 16mm. field, with which government has charged the five majors involved in the suit. Warner testified he and other company officials discussed television in 1948 with regard to its then, and possibly future, relation to theatres, and had decided to withhold all Warner product from television in the interest of the company and its stockholders.

Some Cartoons Offered

He said this policy was maintained until 1950, but was varied slightly when 190 cartoons were sold to television on the basis that people do not go to theatres to see cartoons but only to see feature pictures.

In the past 18 months, Warner said, the company has held discussions with the American Broadcasting Co. regarding the possibility of selling 52 old features annually to the network, but said this amounted only to "probing" the market.

Today, Warner said, the company has virtually no fixed policy regarding television, but is open minded on the whole subject.

Kalmenson, who described television's effect on the theatre box office as disastrous, said the company derived between $40,000,000 and $52,000,000 from theatrical distribution in the United States and Canada annually. He indicated, as other witnesses have done, that prices offered by television for feature films have been beneath consideration.

Dolid Testifies

Irwin Dolid, who was in charge of the company's 16mm. department, testified that 16mm. prints yield between $50 and $60 per month in rental, where theatrical prints yield many times that amount.

The defense is expected to complete its presentation of witnesses tomorrow. Opposing attorneys will present final arguments on Nov. 11.

'Pompey's Head'

(Continued from page 1)

proximately 6,000 persons, headed by Dana Wynter and Richard Egan, who co-star in film, heralded the preview showing.

Theatre circuits which were represented at the showing were American Broadcasting-Paramount Theatres, RKO Theatres, Skouras, Stanley-Warner, Brandt, Fabian, Associated Prudential, Brecher, Century, Cinema, Interboro, J. J. Theatres, Randforce and United Artists Theatres.

Among the celebrities in attendance were Eddie Fisher and Debbie Reynolds, Nanette Fabray, Clifton Webb, Montgomery Clift, Dan Dailey, Arlene Dahl, Eddie Albert and Margo, Franchot Tone, Geraldine Fitzgerald, Nina Foch and Georgia Gibbs.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 86. NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 2, 1955 TEN CENTS

Poe Says

IFE Needs Only 3,000 Pacts To Show Profit

Seeks to Establish Firm As 'Tiffany' for Product

By LESTER DINOFF

By selling its top international product to a minimum of 3,000 theatres in the U. S. market, and still "show a good profit position," IFE Releasing Corp. hopes to establish itself as the "Tiffany's of foreign films" in America, according to Seymour Poe, IFE executive vice-president.

Seymour Poe

Poe declared here yesterday that IFE, under its sales program which requires "a special brand of treatment for each picture which the major distributors do

(*Continued on page 4*)

Canada MPEA Asks Distributor Meeting; Rosenfeld Honored

Special to THE DAILY

TORONTO, Nov. 1. – Discussions on familiar trade problems and projects were renewed by delegates from regional theatre organizations from coast to coast at the seventh annual meeting today of the National Committee of the Motion Picture Exhibitors Associations of Canada at the

(*Continued on page 5*)

Concessions Forum Slated by Allied

Special to THE DAILY

CHICAGO, Nov. 1. – "Improve your concessions business and increase your profits" is announced as Allied's slogan for a seminar on concessions scheduled for Nov. 9. Jack Kirsch, chairman, said Allied will be

(*Continued on page 4*)

Distributors Approached, Says Martin

TV Interests Being Sounded Out By GT on the Sale of RKO Films

General Teleradio is conducting exploratory talks with a number of television film distributors and sounding out TV outlets as to whether they would be interested in acquiring first run rights to over 500 films culled from the vaults of RKO Radio Pictures, according to Dwight Martin, GT vice-president in charge of film division.

Martin, commenting on reports that a part of the backlog of old films acquired when GT purchased RKO Radio last July is now being offered to television, stated yesterday that "two or three TV film distributors have been approached as to whether they would like to purchase the rights to the RKO films which would be released in portions over a period of years."

An official of RKO Radio Pictures, when queried on the report, replied that the Thomas F. O'Neil management group since its take-over has been exploring the TV market for the possible sale of RKO's old films.

Neilson Resigns RKO Foreign Post

The resignation of Rutgers Neilson as foreign publicity manager for RKO Radio Pictures, a post he has held since Jan., 1951, was announced here yesterday.

Neilson previously had been domestic publicity manager since 1931, coming to RKO at the time of the Pathe merger. He started with Pathe Exchange in May, 1925. He has also been active in the magazine field,

(*Continued on page 4*)

REVIEW:

GUYS AND DOLLS

Samuel Goldwyn—MGM—CinemaScope

IT SHOULD BE NEWS to no one that Samuel Goldwyn has made a vastly entertaining motion picture of the solid Broadway stage hit "Guys and Dolls," and that its commercial dimensions are on a par with its superior entertainment properties. This report, therefore, must serve in the main as reassurance to those who were convinced long before now that another big one was on the way to boxoffices where it would be making plenty of noise for a long time to come.

Samuel Goldwyn

With Marlon Brando, Jean Simmons, Frank Sinatra and Vivian Blaine handling the stellar roles, with Joseph L. Mankiewicz directing and supplying the script based on the Joe Swerling and Abe Burrows stage play from a Damon Runyon story, with Frank Loesser's music and lyrics, with CinemaScope and Eastman color, all encased in Goldwyn's meticulous, no-expense-spared production, it is obvious that the essentials of a top attraction are present in quantity.

There is every reason to believe that the story of its stay at motion picture theatres will be as happy a one for audiences and exhibitors as was the account rendered by its stage antecedent.

The story about Runyon's favorite Times Square characters, members of the gambling fraternity, and their unpremeditated fraternizing with a Salvation Army mission group, is familiar to many who saw, read or were told about the stage play. Brando as Sky Masterson, well-heeled and by nature inclined to bet on anything, and Sinatra as

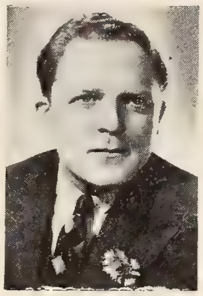
(*Continued on page 4*)

Distribution Chief

Elect Branson Vice-President Of RKO Radio

RKO Pathe, Van Beuren Merge With Parent Firm

The election of Walter E. Branson as vice-president in charge of distribution of RKO Radio Pictures and the merger of RKO-Pathe, Inc., and the Van Beuren Corp. into RKO Radio were announced here yesterday by the board of directors. Branson formerly held the title of world-wide sales manager.


Walter Branson

Starting his film career as a booker with Pathe in Omaha in 1922, Branson subsequently became

(*Continued on page 4*)

Feldman Cites 'U's' 'Watchful Waiting' Anent Films-for-TV

By WILLIAM R. WEAVER

LOS ANGELES, Nov. 1.–Charles J. Feldman, Universal Pictures vice-president and general manager, and final witness in the seven-week-old trial of the government's 16mm. case against five major film companies, today testified that his company's policy with respect to the selling of fea-

(*Continued on page 6*)

Talent Listed for Pioneers' Show

Personalities of stage, screen, television and opera will appear Friday night in the entertainment skit, "Mister Robbins," at the 17th annual showmanship dinner of the Motion Picture Pioneers at the Waldorf-Astoria Hotel, chairman Ned Depinet announced. The dinner will honor Herman Robbins, chairman of the board

(*Continued on page 4*)

PERSONAL MENTION

JOHN DAVIS, managing director of the J. Arthur Rank Organization, will arrive in New York from London on Sunday and will leave here the same day for Washington.

•

W. O. "OLLIE" WILLIAMSON, Warner Brothers Southern division sales manager, will return to New York over the weekend from Jacksonville.

•

ARTHUR F. JOSWIG, RKO Radio sales approval manager, and MRS. JOSWIG have announced the engagement of their daughter, LOIS, to DAVID PARKER, JR.

•

C. S. PERKINS, Altec Service Corp. operating manager, has returned to New York following visits to key cities throughout the nation.

•

TOM W. BRIDGE, Paramount Southwestern division manager, is in New York from Dallas.

•

BERNARD BROOKS, chief film buyer for Fabian Theatres, has returned to New York from Albany.

•

JAMES TOBIN, Stanley Warner district manager, was in Albany, Troy and Utica, N. Y., from Boston.

•

DONALD R. HICKS, Paramount branch manager in Des Moines, is in New York from there.

•

ROBERT ALDRICH, producer-director, is in New York from the Coast.

•

DAVID BUTLER, director, has returned to Hollywood from New York.

MGM Brings Critics Here for 'Guys' Bow

Newspaper film critics and columnists from 10 cities will arrive here today as the guests of M-G-M to attend tomorrow night's world premiere of Samuel Goldwyn's "Guys and Dolls" at the Capitol.

The newspaper representatives include those as far North as Montreal and Toronto and West to Los Angeles and San Francisco.

Fulham Named Fox Denver Manager

Richard E. Fulham has been named branch manager of 20th Century-Fox's Denver exchange succeeding V. J. Dugan, who has resigned, it was announced here today.

Fulham, who assumes his new duties immediately, was a salesman in the company's Denver branch before his promotion.

Skouras 55mm. Talk, Demonstration Nov. 8

From THE DAILY Bureau

CHICAGO, Nov. 1.–The address by Spyros P. Skouras, president of 20th Century-Fox, in which he will describe for the delegates to the Allied States-TESMA meeting the company's new 55mm. filming process, will be held at 4 P.M., Nov. 7, instead of Nov. 8 as originally announced.

At 5 P.M. of the same day, Skouras will present an actual demonstration of the process at the Monroe Theatre.

Questions Right to Appeal Labor Case

HARTFORD, Nov. 1. – Assistant Attorney General Daniel E. Ryan contended in Superior Court that the E. L. Realty Co., operators of the Lord Indoor-Outdoor Theatre, Plainfield, Conn., had no legal right of appeal from a State Board of Labor Relations edict in a pending dispute with Local 453, IATSE.

The state Attorney General's office raised the question before Judge Raymond J. Devlin when attorney Milton Jacobson, Lord's counsel, sought to have a Labor Board petition ordering a special employe election at the theatre held, modified or entirely set aside.

Jacobson argued that the right of appeal did exist. Pending decision on the state's motion to erase the Jacobson motion from the docket, the court took no action.

Benny to Be M.C. At Skouras Dinner

Jack Benny will serve as toastmaster at the March of Dimes testimonial dinner to 20th Century-Fox president Spyros P. Skouras on Dec. 5, in New York's Waldorf Astoria Hotel.

More than 1,500 citizens from all walks of public and private life are expected to attend the dinner to the film executive, who is being honored by the polio-fighting organization for his "life-long service to humanitarian causes."

The comedy star who resides in Hollywood will fly to New York especially for the dinner, tickets to which are priced at $100 per plate. The event is expected to realize $150,000 for the 1956 March of Dimes campaign.

'U' Preferred Dividend

The board of directors of Universal Pictures has declared a quarterly dividend of $1.0625 per share on the 4¼ per cent cumulative preferred stock of the company. The dividend is payable Dec. 1, to stockholders of record on Nov. 15.

Photographic Field Tax Changes Asked

From THE DAILY Bureau

WASHINGTON, Nov. 1. – E. S. Lindfors, vice president of Bell and Howell Co., urged Congress to make several changes in the excise field to help out photographic manufacturers.

Testifying before a House Ways and Means Subcommittee studying excise tax problems, and representing the National Association of Photographic Manufacturers, Lindfors outlined changes to make it easier to administer the present manufacturers' excise tax exemption for sales for export. He also recommended steps to make it easier to carry out the law's provisions for tax-free sales to diplomatic representatives. Finally, he urged that Congress act to force the Internal Revenue Service to publish and publicize more of its rulings in specific cases so that no individual taxpayer can get an advantage over competitors.

Ennis to Arrange Altec's Displays

Bert Ennis, director of publicity for Altec Service Corp. and Altec Lansing Corp., has left for Chicago to arrange for the Altec companies' displays at the Allied-TESMA show, Hotel Morrison next week. Ennis will remain for the three-day Altec sales meet scheduled to follow the close of the convention.

Following conclusion of the sales meet, he will remain in Chicago to carry out a promotion campaign in behalf of Altec's control division offices, headed by F. C. Dickely.

'Gate of Hell' to End 47-Week Run Here

The Japanese film "Gate of Hell" will wind up its 47-week run at the Guild Theatre here Sunday night.

The Daiei production opened on Dec. 13, 1954. The previous record at the Guild Theatre was held by "Martin Luther," which ran for 17 weeks. Only two other foreign films are said to have exceeded the "Gate of Hell" record in the United States –"Open City" ran for 91 weeks (1946-47), and "Paisan" played for 51 weeks in 1948.

Firm Not for Sale

After preliminary negotiations for the sale of Confection Cabinet Corp. to the ABC Vending Corp., the board of directors of Confection Cabinet has decided that the business was not for sale. The company would continue as heretofore specializing in the operation of candy counter concessions and refreshment vending machines throughout the country, president Benjamin Smerling said.

N.E. Allied Names EDC Committee; Howard Chairman

Special to THE DAILY

BOSTON, Nov. 1. – Edward W. Lider, president of Independent Exhibitors, Inc., of New England, has selected his local Emergency Defense Committee, by appointing Arthur Howard of Affiliated Theatres as chairman, with the following members to serve: Nathan Yamins, Fall River; Donald McNally, Derby, Vt.; Norman Glassman, Lowell; Melvin Safner, Woonsocket, R. I.; Edwin Fedeli, Worchester; Leslie Bendslev, Wellesley, and Lider, himself, named to act as a member ex-officio of the committee.

'Knife' Nov. 8

The New York premiere at the Victoria Theatre of United Artists' "The Big Knife" has been advanced from Nov. 10 to Nov. 8.

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GOING UP!

Word-of-mouth!
"Blackboard Jungle" sock!
Controversy builds business!
Terrific campaign!
Zooming up-up-up!
The "must-see" attraction!
Proven nationally!
Book it fast!

M-G-M presents "TRIAL" starring Glenn Ford • Dorothy McGuire • Arthur Kennedy John Hodiak • Katy Jurado • with Rafael Campos • Juano Hernandez • Written by Don M. Mankiewicz from his Harper's Prize novel • Directed by Mark Robson Produced by Charles Schnee

---

GOING UP!

M-G-M's
"THE TENDER TRAP"

Frank Sinatra

Debbie Reynolds

David Wayne

Celeste Holm

It's just beginning!
And HOT already!
Detroit premiere WOW!
Confirms Audience Test!
Highest rating ever!
Its fame sweeps nation!
Headed for big money!
Get your share!

M-G-M presents in CinemaScope • "THE TENDER TRAP" starring Frank Sinatra Debbie Reynolds • David Wayne • Celeste Holm • with Jarma Lewis • Screen Play by Julius Epstein • Based on the play by Max Shulman and Robert Paul Smith • And presented on the New York Stage by Clinton Wilder • Photographed in Eastman Color Directed by Charles Walters • Produced by Lawrence Weingarten

IFE Needs

(*Continued from page* 1)

not afford," will release 12 pictures by next July, six of them being important in the company's plans for the coming year.

"By next Easter we will be in a good profit position by hand-designing the distribution of our product in a minimum of 3,000 theatres," the IFE vice-president stated. "We plan to have IFE establish a reputation in all territories as an outlet for films which require specialized handling in key engagements," he said.

Predicts 'Steady Flow'

Poe disclosed that within the near future, the company will receive a steady flow of product from four sources—Italy, France, England and "then Hollywood, once IFE has shown American independent producers what we are doing for the foreign producers." Poe said that Italian producers will supply the company with many films "as the outlook for Italian films in production and planned is brighter now than ever."

In the last four months, Poe said, the company has acquired "a liquid position by consolidation of its fighting strength." The IFE official said that he expects to launch a sales program for IFE product in the Far East "after we have reached an even keel in the domestic market."

Lists Six Films

The six "important" films which Poe banks on are "Lease of Life," "Maddalena," "Neapolitan Carousel," "Lost Continent," in CinemaScope, "Madame Butterfly" and "Riviera." All of these pictures are in color, he said, and "will receive specialized treatment in sales, advertising and promotion."

Neilson Resigns

(*Continued from page* 1)

having at one time edited three popular magazines for Macfadden Publications, and also served on the staff of the Hearst "American Weekly."

After a brief vacation, Neilson plans to continue in industry publicity and promotion.

Italian 'Scope Film Acquired by IFE

I.F.E. Releasing Corp. has acquired the American distribution rights to the CinemaScope color film, "Lost Continent," it was announced today by Seymour Poe, executive vice president of the company. The judges at the Cannes Film Festival unanimously voted a special award for the film.

First in CinemaScope

"Lost Continent," I.F.E.'s initial CinemaScope film, is the first Italian picture to be filmed in the wide screen process. It was produced entirely on location in the islands of Indonesia by a small expedition led by the international explorer, Count Leonardo Bonzi.

Guys and Dolls

(CONTINUED FROM PAGE 1)

Nathan Detroit, operator of a floating crap game, make a bet that the former can't induce Miss Simmons, a Salvation Army lass, to accompany him on a visit to Havana.

Naturally, this not only involves Brando romantically with Miss Simmons, but it also provides excellent opportunity for song and fun, not the least of which is a sequence in Havana cafes in which Miss Simmons becomes innocently inebriated on a milk drink whose rum flavoring she fails to recognize. Brando does three songs with Miss Simmons—"I'll Know," "If I Were a Bell" and "A Woman in Love"—presumably for the first time he has sung on screen, and does another, "Luck Be a Lady," with an ensemble. While not at all displeasing, Brando's voice is not likely to be mistaken for Pinza's.

In addition to the songs mentioned which she does with Brando, Miss Simmons also sings "Follow the Fold" with a Salvation Army group, and does them all well. Moreover, she reveals a swell talent for comedy, for trick dancing in the Havana night club sequence, and her romantic scenes with Brando carry a bemusing conviction.

MISS BLAINE, as the night club singer to whom Sinatra has been engaged for 14 years, puts over several tunes in a polished, professional manner, aided and abetted by the Goldwyn Girls, a company of finished steppers with much to conceal and practically nothing with which to conceal it. Miss Blaine gives her all to such tunes as "Pet Me, Poppa," "Take Back Your Mink," "Adelaide's Lament" and "Sue Me." But as the marriage-hungry dame, somewhat dumbly taking the rebuffs meted out by Sinatra, she is less prepossessing.

Sinatra gives an adequate performance but one which leaves the impression that it lacks either inspiration or enthusiasm. It has an almost lackadaisical air which, while it may be one way of conceiving the Runyonesque character of Nathan Detroit, carries no conviction that it's the best way. His vocal contributions are of a somewhat better order. With John Silver and Dan Dayton he sings "Fugue for Tin Horns," with Silver, Stubby Kaye and ensemble "The Oldest Established," with the same duo "Guys and Dolls," with Miss Blaine the previously mentioned "Sue Me" and, solo, "Adelaide."

A swell ensemble number, done by the captured muggs in the mission store, is "Sit Down, You're Rockin' the Boat."

Standouts in the good supporting cast include B. S. Pully, as a Chicago gambler in Gotham looking for action; Robert Keith as the plainclothesman who keeps the crap game on the move; Sheldon Leonard as Brooklyn's contribution to the floating game, and Regis Toomey as a Salvation Army worker.

Technically, the production is of the characteristic Goldwyn excellence—in photography, costumes, sets, sound, color, dance and musical numbers. Even though it maintains an uncommonly high level of entertainment over the full course of its 150 minutes running time, it may seem to some that it could benefit from further cutting. A strip tease in the "Take Back Your Mink" number by Miss Blaine and chorus, and the broadness of some other situations and dialogue, definitely remove "Guys and Dolls" from the children's category.

Running time, 150 minutes. Adult audience classification.

SHERWIN KANE

"GUYS" GET "DOLLS." Times Square double wedding finale, below, with Frank Sinatra and Vivian Blaine (left) and Jean Simmons and Marlon Brando having the knot tied by Regis Toomey.

Branson

(*Continued from page* 1)

branch manager and district manager for various Midwestern areas. In 1941, he became Western division sales manager, and later, assistant general sales manager. He was named world-wide sales chief a year ago.

Setup Unchanged

Under the Pathe-Van Beuren setup, production and other activities previously conducted by RKO-Pathe will continue as a separate department of RKO Radio under the supervision of Jay Bonafield, formerly executive vice-president, and of his assistant, J. Douglas Travers.

Pioneers' Dinner

(*Continued from page* 1)

of National Screen Service, as "Pioneer of the Year."

The celebrities are: Dane Clark, Alan Dale, John Daly, Nina Foch, Rita Gam, the Goldwyn Girls, Benny Goodman, Dennis James, Kitty Kallen, Stubby Kaye, Rosemary Kuhlman, Jack Palance, Betsy Palmer, Jack Russell and Dolores Wilson. Music will be furnished by Al Rickey and his orchestra. The entire show was written and will be staged by Morton Sunshine. Jack Cohn, vice-president of Columbia Pictures, is president of the Pioneers.

Concessions Forum

(*Continued from page* 1)

largely concerned with ways for securing fair film rentals so that exhibitors may salvage something from their box-office receipts, since many exhibitors complain that if it were not for concessions they could not keep their doors open.

Bert Nathan, president of IPA, will act as moderator, with Lee Koken, director of concessions for RKO Theatres, as co-moderator.

Bryna, Jonathan to Co-Produce for UA

Kirk Douglas' Bryna Productions and the newly established firm of Jonathan Productions, Ltd., have acquired screen rights to Robert Alan Aurthur's original television play, "Shadow of the Champ." These two organizations will co-produce the picture for United Artists release.

Douglas will star in the role of "the champ." David Susskind, who is associated with Aurthur and Alfred Levy in Jonathan Productions, will produce.

Form Herald Co. of UK

The name of the Regency Pictures Co., of London, has been changed to Herald Pictures Co., it was announced here yesterday by Edward Dryhurst, production head. The executive directors of Herald Pictures include Col. J. R. L. Roberts and Lionel Tomlinson, with the dowager Marchioness Townshend as chairman, he added. Dryhurst, in New York on a number of TV projects, will leave today for Montreal.

Television--Radio

with Pinky Herman

MAX LIEBMAN'S third spectacular for NBC will be a TVersion of the Rodgers & Hart musical comedy, "Dearest Enemy," which was originally introduced on Broadway in 1925. The 9:00-10:30 P.M. program will be seen Saturday, Nov. 26, and will co-star Anne Jeffreys and Robert Sterling and was adapted for TV by William Friedberg and Neil Simon from the original book by Herbert Fields. . . . The unusual 30-minute documentary film, "The World Nature Forgot," adventure in science produced by Monsanto Chemicals may get the "Omnibus" treatment. Required two years to make. . . . Featuring Tex Antoine's humorous narration and caricatures, eight TV spots (four one-minute and four two-minutes) for Bufferin, were shot in one day at Empire Broadcasting studios under the direction of Dave Lion. Films were en route to stations seven days later.

☆ ☆ ☆

Bill Cullen

Utilizing a mobile unit with Ray Owen, his Roving Reporter, a new Monday thru Saturday radio series, "New York Pulse with Bill Cullen," will WRCAreen about town starting Monday (6:30-9:30 ayem) with Draper Lewis, executive producer, Bob Warner and Lawrence Untermeyer, associate producers, and Bud Ford, directing. Initial stanza will feature as Cullen's guests, Mayor Robert Wagner and Margaret Truman. . . . The Nov. 5 issue of "The Saturday Evening Post" will feature the first of eight instalments, "This Is My Story," as told to Pete Martin by Arthur Godfrey. . . . Associated Artists Prod. already has contracts from 80 TV stations for its million dollar feature-length production, "A Christmas Carol," starring Alastair Sims as "Scrooge." Film was originally distributed theatrically in 1951 and last year was released for TV.

☆ ☆ ☆

Gertrude Berg

Myra Waldo, famous author of cook books and other gourmetian data, who collaborated with Gertrude Berg on a new tome, "The Molly Goldberg Cookbook" (Doubleday & Co. $3.95), has invited us to a cocktail party in honor of the multi-talented Molly, Thursday, Nov. 10. We've seen Molly countless times in her kitchen but this is our first chance to partake of her culinary artistry. Mamaliga Pie (page 105), Tante Elka's Fish (page 55), Potato Pirogen (page 188), Cheese Knishes (page 185), Kasha Kreplach (page 183). No, thank you, after these dishes, who can want dessert. . . . Maestro Paul Taubman, whose organ music is heard daily on "Winky Dink & You" and "Perry Mason," and Mine Host nightly at the swank Penthouse, has penned a new ballad, "29 Words of Love," a complete 32-bar song which tells a love story in just 29 words. Sounds like a natural for a TV theme.

☆ ☆ ☆

Wynn Nathan, MCA-TVeep, and his sales and promotion staffs rate a low bow for a most informative 15-page booklet, "Moving into High Gear," which besides presenting some of their successful telefilm series, offers clear, concise and basic truths on the success of Television's impact on the daily life of John Q. America. . . . Tin Pan Alleyites Sammy Cahn and Jimmy Van Heusen are the tunestars responsible for the title song, "The Tender Trap," themed and featured in the MGMusical of the same name which co-stars Frank Sinatra and Debbie Reynolds and opens next week at Radio City Music Hall.

☆ ☆ ☆

It's ironic, at least to us. In the hectic scramble by networks for new talent, they ignore almost completely capable and experienced artists or performers. For instance on CBS-TV the "U S Steel Hour" features the very listenable music composed and conducted by Harold Levey, who, for many years prior to his radio and TV career, enriched the Warner Bros. filmusicals with original scores. Then there is Eddie Dowling, who certainly from his vast stage and radio experience has much to offer to TV as producer, artist, director, etc. It's a fine thing to seek and encourage new talent but in the process "old" talent mustn't be overlooked.

Canada Meet

(*Continued from page 1*)

King Edward Hotel, with Morris Stein presiding.

Pressure was revived by exhibitor groups for concessions by distributing companies in view of the tightened economy for small theatre owners because of higher costs in the face of increased competition. They sought lower rental terms and asked for a top-level conference with the film exchanges.

There was also further consideration for a public relations office on a cooperative basis for the whole industry but it was brought out that non-circuit exhibitors had shown apathy to this project, estimated to cost $50,000.

Taylor Presides

Tonight the film men and their ladies, numbering 700, attended the brilliant awards banquet of the Canadian Picture Pioneers in the Royal York Hotel, when Louis Rosenfeld, veteran head of Columbia Pictures of Canada, was acclaimed "Pioneer of the Year," with honors being bestowed on Hye Bossin for his research and historical work and on the National Film Board for its picture, "The Stratford Adventure."

Nat A. Taylor, president of the Canadian Picture Pioneers, was the master of ceremonies. Walter Herbert of Ottawa also officiated in the presentations.

Telemeter to Show 'Marquee' System In NY, Wash., LA

Demonstrations of International Telemeter's "marquee" system of telecasting will be held in New York, Washington and Los Angeles sometime before the end of the year, it was disclosed here yesterday by Paul MacNamara, the company's advertising and publicity head.

In Washington, members of the Federal Communications Commission definitely will be invited to attend, MacNamara added. International Telemeter, which is partially-owned by Paramount Pictures, unveiled its "marquee" system when it filed its petition to the Federal Communications Commission last June. The "marquee system" allows the simultaneous telecasting over the same channel of a program and an announcement of what can be seen, thus eliminating the need for toll TV scrambling.

First Showing in Washington

MacNamara said the equipment for the demonstration will be mounted on vans and moved from city to city, with Washington slated for the first demonstration, with date to be announced.

Meanwhile, Telemeter is engaged in the manufacture of a number of "memory machines," called Mnetrome. Three, already are in operation, MacNamara added.

A HAL WALLIS PRODUCTION

TENNESSEE WILLIAMS

Puts the Indelible Mark of Greatness on

THE ROSE TATTOO

in the dramatic masterpiece by the author of "A Streetcar Named Desire" who is twice-winner of the Pulitzer Prize . . .

A PARAMOUNT PICTURE IN VISTAVISION

Feldman Is Heard for 'U' at 16mm. Trial

(*Continued from page* 1)

ture pictures to television is "watchful waiting," and said that selling feature product to television would be "harmful to our business."

Questioned by Mitchell

Under questioning by defense counsel Homer I. Mitchell, Feldman cited specific pictures in several categories to support the opinions stated.

In support of his statement that "I do not think pictures can be reissued successfully after they have been televised," he cited the instance of a short subject, "Time Out of War," which his company bought after it had won an Academy Award and had tried to exhibit in art theatres. So many patrons protested they had seen it free on television and wouldn't pay to see it again, he said, that the company finally withdrew it. In consequence he added, "we have two hundred prints on hand, and don't know what to do with them."

Cites 'Magnificent Obsession'

In support of his statement that it is impossible to tell at a given time which old pictures in the company vault may turn out to have reissue value, he cited "Magnificent Obsession," first made in 1934 with "only fair box office success," and then redistributed by Realart after Universal had disposed of a large block of features to that concern. He said the company officials were divided last year in their opinion, as to whether the property should be remade or not, due that circumstance, but the re-make has made more than $5,500,000 in United States and Canada so far, with more dates to go.

Had the original picture been sold to television, Feldman estimated, it could not have brought more than $50,000 to $60,000.

In further illustration of this point, the witness said the company had reissued "City Across the River" after M-G-M's "Blackboard Jungle" proved a sensational success, and is getting a big return on it. He explained that a reissue which brings in $500,000 actually adds more to company earnings than can be counted on from a new picture produced for $1,500,000.

Feldman said between 5,000 and 6,000 theatres have closed due to television, and reckoned that "several thousand more" would have to close if feature pictures were released to television generally.

In Hands of United World

Questioned directly as to his company's policy toward releasing 16mm. prints of feature product, Feldman said this matter is handled entirely by a Universal subsidiary, United World, and that he hears it only when and if some exhibitor complains to a Universal exchange manager that some 16mm. outlet is competing unfairly with his theatre, and in that instance, he said, if investigation bears out the report, he asks that service to that 16mm. outlet be stopped.

Feldman testified neither he nor any Universal official to his knowledge has ever collaborated or conspired with any other company or any exhibitor organization as to policy either to the 16mm. field or for releasing films to television.

Desmond Cross-Examined

Earlier in the day John Daniel Desmond, sales manager of United World since 1950, and with that organization since 1946, had outlined United World policy and operations in great detail. Under cross-examination he maintained that the only contact with the parent Universal executives is had when some 16mm. outlet is, or becomes, commercially competitive with a 35mm. theatre in such way as to impair Universal's revenues from that theatre.

Final arguments in the case will begin next Tuesday, probably consuming two days, after which Federal Judge Leon Yankwich will take the case under consideration.

Flatow to Call Green

At the conclusion of today's session government attorney Samuel Flatow informed the court he has issued a subpoena for Charles H. Green, believed to be in New York, and intends to present him on Thursday morning as a rebuttal witness. The court indicated that the Green testimony will be heard, but that the calendar, which calls for final arguments in the case to begin on Tuesday and end by Thursday, remains in effect.

Director, Stars Aid Selling of 'Alone'

Climaxing an extensive personal appearance tour, Ray Milland, Mary Murphy and Ward Bond this week concluded a seven-city trek through Texas and Louisiana in conjunction with the Southern premieres of Republic's "A Man Alone," starring the triumvirate and marking Milland's first directorial effort.

Mrs. Katherine Young

MEMPHIS, Nov. 1.—Mrs. Katherine Shephard Young, 63, wife of Tom Young, 20th-Fox Memphis branch manager, died here last night at Baptist Hospital. The Youngs had been married 37 years.

National Pre-Selling

"GUYS AND DOLLS" is the recipient of a brilliantly photographed pictorial story in full color appearing in the issue of "Collier's" now on the newstands. The story opens with a full page photo made with a "Collier's" color camera of Larri Thomas, the new Goldwyn Girl, singing "Take Back Your Mink."

There is also a two-page spread made very attractive by photos taken during the filming of "Guys and Dolls" and on a tour with the Goldwyn Girls.

•

An interest-compelling page ad on "The Desperate Hours" appears in the November issue of "Seventeen."

•

Ann Higginbotham, editor of "Photoplay," says, "The most important portion of the COMPO poll is the impetus it will give Hollywood to develop new talent." Her statement appears on the editorial page of the November issue. She advises "Photoplay" readers to vote at their local theatres from Nov. 7 through Nov. 17.

•

"The African Lion," "My Sister Eileen" and "It's Always Fair Weather" are recommended to the readers of "Redbook" in the November issue.

•

"The Idols of Italy" is the title Jack Hamilton gave to his seven-page section which appears in the Nov. 15 issue of "Look." It is made up of production set photos and personality sketches of the top motion picture actresses of Italy. Many of these photos are from American-made pictures such as: "The Rose Tattoo," "Trapeze," "The Indian Fighter," "Helen of Troy" and "War and Peace."

•

Warner's has taken advantage of Liberace's television audiences by placing a full page ad for the production "Sincerely Yours" in the December issue of "TV Radio Mirror." The Liberace picture opens at the New York Paramount today.

•

"Guys and Dolls" is advertised on the table of contents page of "McCall's" November issue.

•

"The View From Pompey's Head" has received considerable attention in the national magazines and other media. A condensation of the novel, on which the picture was based, has appeared in the "Woman's Home Companion" and pictorial and text stories will appear in "American Weekly," "Charm" and "Real" magazines.

Richard Egan and Dana Wynter, the stars of "Pompey," will be interviewed on TV and Radio stations in key cities. In addition, this picture has received prominent mention on the 20th Century-Fox Hour sponsored by G. E. over the CBS-TV network.

WALTER HAAS

Newest, quietest, most luxurious long-range airliners in the world . . .

TWA's SUPER-G CONSTELLATIONS

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★ Luxurious "Starlight Lounge"
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Here's a combination of unmatched luxury and outstanding speed never before possible—TWA's Super-G Constellation! This great new luxury service is yours non-stop between New York and Los Angeles or San Francisco, and between many other key cities in the U.S. See your TWA travel agent or call TWA, Trans World Airlines.

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VOL. 78. NO. 87 NEW YORK, U. S. A., THURSDAY, NOVEMBER 3, 1955 TEN CENTS

Synthetic Entry

Interest High In New DuPont Cronar Film

Sizable Economies for Trade Claimed by Co.

Trade interest in DuPont's new Cronar film, utilizing a radically different synthetic photographic base, was high yesterday, following the disclosure that E. I. du Pont de Nemours & Co. plans to put the new film on the commercial 35mm. market early in 1956.

Cronar, the trade name of the film, is two-thirds as thick as the present cellulose triacetate base film, and is claimed to be much tougher and durable. Its "great economic value to the motion picture industry" was

(*Continued on page 6*)

Say 2 Major Studios Will Try Cronar Film For B&W Feature

By WILLIAM R. WEAVER

HOLLYWOOD, Nov. 2. – Two major studios will use the new Cronar film of E. I. du Pont de Nemours & Co. for a single print of a black-and-white feature, MOTION PICTURE DAILY learned today. The action of the studios will be taken as a means of testing the new film under all varieties of actual theatrical exhibition experience.

The making of the test was decided

(*Continued on page 6*)

Times Square Set for 'Dolls' Bow Tonight

Climaxing months of concerted activity on the part of Samuel Goldwyn and his associates and Loew's and M-G-M home office executives, "Guys and Dolls" will have its world premiere at the Capitol Theatre here tonight, the total receipts going to the Will Rogers Memorial Fund and Tuberculosis Research Laboratories at Saranac Lake, N. Y. It was estimated that the hospital will benefit by approximately $35,000 as a result

(*Continued on page 6*)

SCTOA Will Have Men at Allied Meet

The Southern California Theatre Owners Association will be represented at the Allied States Association convention in Chicago next week as "observers." Harry C. Arthur, SCTOA president, said here yesterday that he did not know who the representatives would be, but that invitations had been issued by Allied to individual members.

Eastman House Lists Film Pioneer Victors

Special to THE DAILY

ROCHESTER, N. Y., Nov. 2. – George Eastman House today announced the winners in the balloting to pick the five players, directors and cameramen, still living, who made significant contributions to the motion picture through the decade of 1915-1925.

The selections are, actresses: Mary Pickford, Lillian Gish, Mae Marsh, Gloria Swanson and Norma Tal-

(*Continued on page 6*)

Higher Quarterly Net Is Seen for AA

Earnings of Allied Artists Picture Corp. for the first quarter of the fiscal year ended on Sept. 30 are reported to be 20 per cent higher than the $92,697 reported for the like period in 1954, according to the "Wall Street Journal."

Reply to Critics

Associations Defend TOA Arbitration OK

Exhibitor Leaders Assert That Criticism Of Latest Trade Draft Not 'Well Founded'

In defense of Theatre Owners of America's approval of the latest arbitration draft, which had been described as being detrimental to exhibitors by Abram F. Myers, general counsel for Allied States Association, a joint statement by three leaders of theatre associations yesterday asserted that the criticism was not "well founded."

The statement does not mention Myers or Allied except indirectly and was issued by Max A. Cohen, representing Independent Theatre Owners Associations; Mitchell Wolfson, TOA; and Leo Brecher, Metropolitan Motion Picture Theatres Association, with Herman Levy, TOA general counsel.

Replying to the charges, the statement declared that the plan does not make a "deliberate attempt to legalize the pre-releasing practice," but, for

(*Continued on page 2*)

Seek 5,000 Bookings For Korda 'Husband' Following TV Debut

A minimum of 5,000 theatrical bookings will be sought for Sir Alexander Korda's "The Constant Husband" following the British film's American premiere over the National Broadcasting Company's television network on Sunday evening, according to Morris Helprin, president of London Films Productions, Inc.

Helprin stated here yesterday that negotiations are currently taking place here whereby a "major distributor" would attempt to secure theatrical playdates for the picture. He said that he "hopes that a minimum of 5,000 playdates in theatres could be secured despite the film's debut on TV."

Theatremen here reported that the

(*Continued on page 6*)

TOA to Undertake New Military Run Survey in Field

Another survey of clearances and runs of theatres at U. S. military installations will be undertaken by regional Theatre Owners of America units, it was learned here yesterday.

The findings of the survey, which also deal with factors other than

(*Continued on page 2*)

In Chicago Saturday and Sunday

Wide Range of Subjects Listed on Agenda of Allied's Board Meeting

From THE DAILY Bureau

WASHINGTON, Nov. 2.—A wide range of topics will be covered by the board of directors of Allied States Association at its pre-convention sessions in Chicago on Saturday and Sunday, according to the tentative agenda released here today by Abram F. Myers, board chairman and general counsel.

Highlight subjects include films and film prices, arbitration, circuit expansion, membership in the global organization recently launched in Rome, support of the Council of Motion Picture Organizations, another admission tax repeal campaign, subscription television, individual memberships for exhibitors in areas where there is no Allied unit and plans for the drive-in convention in Cleveland in February.

The agenda reveals that Hal Makelim will make a report on the progress of his production program under the so-called "Makelim Plan." The board also is expected to take

(*Continued on page 6*)

Begin Work on New Global Permit Plan

The first in a series of meetings of foreign managers to devise a global formula for the division of permits was held here yesterday at Motion Picture Export Association headquarters. No statement was issued at the conclusion of the meeting other than similar sessions will be held on the problem. The expanded committee of film company representatives will report on progress made, if any, to the meeting of company presidents, slated for Tuesday.

PERSONAL MENTION

ROGER H. LEWIS, United Artists advertising manager, will leave New York tomorrow by plane for Europe.

•

Julius P. Winter, manager in France of the Westrex Company, France-Belgium, has returned to Paris from New York.

•

Ralph Wheelwright, assistant to **Howard Strickling** at the M-G-M studio, has arrived in New York from the Coast.

•

Nat Levy, RKO Radio Eastern-Southern division sales manager, will return to New York tomorrow from Philadelphia.

•

Leon Roth, United Artists West Coast publicity coordinator, will return to the Coast today from New York.

•

Herbert A. Greenblatt, RKO Radio domestic sales manager, returned to New York yesterday from Toronto.

•

Russell Holman, head of the Paramount home office production staff, will return to New York today from the Coast.

•

Malcolm Brown, art director at the M-G-M studio, arrived here yesterday from Hollywood.

•

Louis Phillips, Paramount vice-president, is scheduled to return to New York today from Hollywood.

TOA to Undertake

(Continued from page 1)

clearances, will be submitted to the mid-winter meeting of the TOA board, it was stated.

A TOA official, when asked whether there would be resumption of meetings with Department of Defense executives, replied that such a step would depend on the findings of the survey and the decision taken by the TOA board. He said the new survey was necessitated by changing conditions which may have occurred near U. S. military bases.

Seymour Re-Joins NSS

Cy Seymour, industry veteran in sales and exhibition, and formerly with National Screen Service, has rejoined the NSS family, it is announced by Burton E. Robbins, vice-president in charge of sales. Seymour will handle sales of special purpose and announcement trailers to exhibitors in the Greater Metropolitan area.

Arbitration

(Continued from page 1)

the first time, a "restriction is placed on the number of pre-release pictures any distributor may have in one year."

The statement continues:

"There is now (before the adoption of the proposed system) no legal limitation on the number of pre-release pictures each distributor may have in total disregard of all customary and established patterns of clearance. Therefore, restricting each company to not more than two such pictures a year is a positive gain in favor of exhibition.

'Pertinent Language' Quoted

"The pertinent language of the plan is:

" 'Two pictures designated during each 12 months following the effective date of this agreement by each distributor party hereto as of unusual character shall be excluded from the provisions of this agreement. Such pictures in nowise shall be subject to arbitraiton until such time as the same are announced by such distributor for general distribution. Thereafter the provisions of this agreement shall be applicable in respect of matters occurring in the course of such general distribution of the said pictures.'

"This language neither condones nor authorizes the distribution of pre-release pictures—it simply sets a limit where no legal limit now exists.

Question Posed Twice Before

"In 1952 (when Allied took part in the arbitration negotiations), and, again, in 1954 (when Allied, through its own choice, did not take part in the negotiations), the important question facing the exhibitor representatives was, very simply, this: 'Since exhibitors can not by law stop pre-release pictures, should they not accept the opportunity to restrict the number of them?'

"If, at some future time, the Department of Justice should establish the illegality of the practice of pre-releases this would, of course, supersede the provisions of the proposed arbitration system. But, meanwhile, exhibitors will have had the benefits of a restriction on distributors contained in this plan.

'Not a Cure-All'

"The proposed system of arbitration is not a cure-all. But we are cognizant of the fact that it has many points of advantage for exhibitors, especially in the fields of clearance, runs, competitive bidding, and contract violations. The plan clearly defines old and new rights, and affords remedies for the violation of those rights. As an illustration, it provides, for the first time, a set of 'rules of the game' for competitive bidding, aimed at eliminating under-the-counter shenanigans.

"Under the plan, no exhibitor is obliged to go to arbitration. The plan does not impair or interfere with his right to resort to litigation. Distributors may not bring any proceedings under the proposed system. It is for exhibitors only, and only if they wish to use it. The plan provides that it be in existence for one year. If it does not work well, or if it works to the detriment of exhibition, then, at the end of the year, it may be corrected, changed, or, if exhibitors wish, they will be privileged to abandon it.

"Not enough attention has been paid to the conciliation provisions of the proposed system. Under our plan, exhibitors are provided a means of seeking relief for all grievances, large and small, independent of the arbitration machinery."

Soviet Editors to Visit Three Studios Today

From THE DAILY Bureau

HOLLYWOOD, Nov. 2.—Pursuant to a request of the State Department to Eric Johnston, president of the Motion Picture Association of America, and arranged through the Association of Motion Picture Producers, seven Soviet Russian editors now touring the United States, tomorrow will visit the studios of M-G-M, Universal and 20th Century-Fox.

Industry Speakers To Tour for 'Dove'

A group of 11 prominent industry figures, including Arthur De Bra, community relations director of the Motion Picture Association of America, will visit 60 key cities Nov. 14-18 to address special theatre previews of 20th Century-Fox's "Good Morning, Miss Dove," in CinemaScope.

The advance screenings, arranged in cooperation with the Federation of Motion Picture Councils and Better Films Committees, will be attended by approximately 100,000 educational leaders, including school officials, teachers and parent-teacher groups. Also present will be religious and lay church figures, officers and members of the General Federation of Women's Clubs and representatives of the press, TV and radio.

The 60-city showings are keyed to the mobilization of full-scale programs of community support for the Thanksgiving holiday attraction.

Crescent Closes Two

NASHVILLE, Tenn., Nov. 2.—Crescent Amusement Co. has announced the closing of the Woodland Theatre and the Capitol here. Insufficient patronage to justify necessary repairs and modernization of buildings and equipment was given as the reason for the closings. Crescent owns both buildings and they may be reopened later, according to officials.

Ticket-Sale Forums At Exhibitor Meets Urged by Simons

Exhibitor organizations should try to help their members by conducting at their conventions and regional meetings a class in promotion, with specific examples on how to attract more ticket buyers, according to Mike Simons, M-G-M director of customer relations.

Simons, who conducted the M-G-M Ticket Selling Workshop across the nation for theatremen, stated here yesterday that generalizations are not needed in theatre advertising or publicity nor advice from the distributors, but "theatre men should discuss by themselves methods and new ideas of attracting more patrons to the motion picture theatre."

Theatremen from one part of the nation should discuss and tell exhibitors from other territories their ideas on how to sell films to the public, Simons said, pointing out that this could be a reciprocal agreement and could be worked out among theatre circuits along these lines. He said that a proper place to present these new showmanship ideas would be at circuit meetings.

30th Birthday for M-G-M 'Distributor'

The M-G-M "Distributor," the film company's house organ, is marking its 30th anniversary with the edition which is now being circulated among company personnel.

The Oct. 29 edition of the M-G-M magazine was prepared by Mike Simons, director of customer relations, and George Rosaler, assistant editor.

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DINNER

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

PEOPLE

Alfred Starr, Bijou Enterprises and former TOA president, has been elected treasurer of Life Insurance Company of Tennessee, recently organized and of which he is one of the incorporators.

□

Meyer Fine, president of Associated Theatres Circuit, Cleveland, is home from a two-week hospitalization for foot surgery.

□

Milton M. Raison, veteran screen and video writer, has been signed to serve in the capacity of story consultant on Don Fedderson's CBS-TV film series, "The Millionaire."

□

Ferd Manning, lighting and production expert, will head a practical course in the problems of TV production for the Professional Training Program of the American Theatre Wing.

Irving Asher Heads 20th-Fox TV Films

HOLLYWOOD, Nov. 2. – Veteran film producer and production executive Irving Asher has been named general manager in charge of all television production at 20th Century-Fox's subsidiary, TCF Productions, it was announced by executive production manager Sid Rogell.

Asher's appointment is designed to lessen the work of Rogell, who has been dividing his time for the last few months between the TV production organization and 20th-Fox's theatrical production studios. Rogell will continue, however, to supervise the over-all TV operation.

MMPTA Schedules Awards Timetable

A timetable, running from Nov. 2 through Nov. 27, has been distributed to the 600 motion picture theatres in the metropolitan district scheduling the use of Audience Awards accessories and other promotional material, according to D. John Phillips, executive director of the Metropolitan Motion Picture Theatres Association.

The schedule includes the display of 40 x 60 color posters, advance trailers, banner accessories, ushers, lapel badges, valances and streamers, advertising mats and drop-in slugs, and ballots and tallying sheets.

Todd Sells Out

Substantially all of Michael Todd's holdings in Magna Theatre Corp. which is releasing "Oklahoma!", involving 268,000 shares, have been sold to members of Magna Theatre and United Artists Theatre Circuit management. Todd resigned from Magna and Todd-AO Corp. boards.

$1,000,000 a Mile

Skiatron Claims Toll-TV By Wire Costs Excessive

Estimates from public utilities companies that it would cost $1,000,000 a mile to install the underground cables and equipment necessary to wire New York—or any other metropolitan area—for closed-circuit television to homes were cited here last night by Skiatron spokesmen to show why toll television transmitted by wire instead of over the air is "economically unfeasible." In New York City alone there are more than 3,500 miles of streets using underground conduits, it was said.

The argument was introduced by Skiatron to meet the claims of a Philadelphia electronics company, the Jerrold Corp., that it is cheaper to pipe toll television into the nation's homes by wire. Skiatron has asked the Federal Communications Commission to approve for commercial service its system of toll television, known as Subscriber-Vision, which transmits by orthodox over-the-air broadcasting.

800 Engineers Attend

Speakers from both companies participated in a symposium on toll television attended by more than 800 electrical and radio engineers at the Engineering Auditorium in a joint meeting of the Institute of Radio Engineers and the American Electrical Engineers Institute.

William J. Shanahan, chief engineer for Skiatron Electronics & Television Corp., said figures given to the press by the Jerrold company, according to which Manhattan could be wired for closed-circuit television to homes for as little as $100 a city block, "are ridiculous." Estimates from the public utilities which operate New York's underground conduits, he said, were that it would cost upwards of $50,000 per block and $1,000,000 a mile.

He added that the utility companies had informed Skiatron there was no room in existing conduits in this city to add the specially-sheathed lines and amplifiers that television by wire would require.

Even in smaller communities where there are overhead lines, Shanahan said, it is four to eight times more expensive to install and maintain the Jerrold wire system than Skiatron which uses over-the-air broadcasting. Skiatron's Subscriber-Vision system utilizes scrambled telecasting which is unscrambled by a compact decoder box attached to the home viewing set, he explained.

Dr. J. H. Laub, Skiatron director of research, called the Jerrold proposals a return to the horse-and-buggy era. He said that toll television as proposed by Jerrold, which does not require FCC approval since it does not use the airwaves, would obviously be in operation today if it were at all feasible.

Answers 'Unscrambling' Claim

Replying to the Jerrold claim that its engineers could easily break Skiatron's code and enable TV viewers to bootleg pay-as-you-see programs without charge, Shanahan used technical diagrams to demonstrate that such assertions are "false and misleading." He showed that such code breaking is possible only by using complicated electronic equipment comparable to the IBM "Magic Brain" computer and then illegally counterfeiting the specially devised printed-circuit electronic decoding card jointly developed by Skiatron and IBM for Subscriber-Vision.

Exhibitors Give Aid To 'Villa' Pressbook

Eleven exhibitors from eight states and Canada have received $10 for contributing low-cost or no-cost exploitation ideas to the pressbook for Edmund Grainger's "The Treasure of Pancho Villa." The RKO pressbook contains photos of each of the showmen in the "do-it-yourself" section, which is edited by Phil Gersdorf.

The exhibitors whose promotion ideas have earned them $10 are: Lynn Krueger, Majestic Theatre, San Antonio; Ed Force, RKO Brandeis Theatre, Omaha; Charlotte Steuver, Rialto Theatre, Denver; Tiff Cook, Famous Players Corp., Toronto; Sol L. Sorkin, RKO Keith's Theatre, Syracuse; Bill Beck, Five Points Theatre, Jacksonville; Howard Pettengill. Florida State Theatres, Miami; Ed Linder, Gopher Theatre, Minneapolis; Conrad Brady, Interstate Theatres, Houston; C. L. McFarling, RKO Orpheum Theatre, Sioux City, and Oscar Nyberg, Fox Theatre, Portland, Ore.

RCA to Show New Equipment in Chi.

CAMDEN, N. J., Nov. 2. – New RCA equipment for drive-in theatres will feature the display of the Radio Corp. of America at the annual show and convention of the Theatre Equipment Supply Manufacturers Association next week in Chicago, it was announced by M. J. Yahr, manager of theatre and sound products of RCA theatre and industrial equipment department.

RCA products to be shown for the first time include an automatic admission control system for outdoor houses, in-car heaters, and a wide range of RCA drive-in Showmanship Equipment, including screen and moonlight towers, attraction boards, and signs and lights for theatre traffic control, patron convenience, and theatre beautification.

AA Nears 'Summit' Of Its Investments; Money in 40 Films

The investment of $25,000,000 in motion picture production during an 18-month period, as disclosed by Allied Artists president Steve Broidy last year, will reach its "summit" when the film company will have co-produced over 40 films by the end of the fiscal year, next July, it was reported yesterday.

Broidy reported here in 1954, at the conclusion of a 14-city tour, that Allied Artists would invest $25,000,000 in production to meet the demands of exhibition.

Story Properties Listed

Harold Mirisch, AA vice-president, revealed that within the past few days the company has acquired "Reckless, Pride of the Marines," and "The Lark" for production. Other recent story acquisitions by Allied Artists include "Underworld, USA" and "Mother, Sir," which will go before the cameras within the next few weeks.

Hail Liberace Here; Boston Visit Today

Liberace will arrive in Boston today as a feature of his personal appearance tour in behalf of the openings of his first starring picture, Warner Brothers' "Sincerely Yours," which will begin its engagement at the Metropolitan Theatre there tomorrow.

The star's appearance in Boston follows by a day the tremendous welcome given him at the Paramount Theatre here yesterday, when crowds started gathering at 7 A.M., two hours before his appearance to herald the opening of the picture.

Goldwyn, Jr., Will Tour for His Film

Samuel Goldwyn, Jr., will launch a cross-country tour on Monday to make personal appearances and confer with exhibitors in connection with regional openings of his first motion picture production, "Man With the Gun," a United Artists release starring Robert Mitchum and Jan Sterling.

Initial stops on the producer's junket, which will feature TV-radio appearances and news interviews, include Cleveland, Washington, Boston and Chicago.

Can. Film Exports Declined During 1955

OTTAWA, Nov. 2.—Canadian film shipments to foreign markets dropped to $2,551,000 in the first eight-months period of 1955 in contrast to $2,639,000 in the corresponding period of 1954, the Canadian Government reports.

Film exports in August dropped to only $89,000 from $244,000 in July, $397,000 in June and $334,000 in August last year.

WARNER SMASH!

JAMES DEAN

IN

'REBEL WITHOUT A CAUSE'

CINEMASCOPE

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ALSO STARRING

NATALIE WOOD WITH **SAL MINEO** JIM BACKUS · ANN DORAN · COREY ALLEN · WILLIAM HOPPER · SCREEN PLAY BY STEWART STERN · Music by Leonard Rosenman PRODUCED BY DAVID WEISBART · DIRECTED BY NICHOLAS RAY

GREAT PICTURE!

GREAT BOX-OFFICE!

Sensational openings at the Astor, N. Y. and 100 other engagements nation-wide! Doubling normal business and holdovers pouring in already!

'Sweepstakes' Plan Offered for Awards In COMPO Bulletin

In a bulletin sent yesterday to Audience Awards exchange committees, COMPO reported on a sweepstakes idea being used in Los Angeles to stimulate public interest in the Audience Awards.

Participants in the sweepstakes have to name in advance the five nominees that get the most votes, nationally, in each of the five categories on the public ballot. This makes a total of 25 nominees that must be named, but they need not necessarily be named in the order in which they finish. Twenty-five points is scored for each winning name, so that a perfect score is 1,000. A person with 20 correct estimates would score 800, and so on.

Two Methods of Handling

There are two ways in which the sweepstakes can be handled, according to COMPO. The first is for a newspaper to reproduce the ballot, with spaces beneath each column so that the contestant may write in the names of the five pictures or personalities that he predicts will finish among the first five, and also with space for the participant's name and address. Prizes can be worked out between the theatre and the newspaper.

In Los Angeles the top prize will be a season's pass for two persons, with passes for shorter periods for entrants who get lower scores. In San Francisco, a similar contest offers a Pontiac car as the grand prize. "We urge the exhibitor and newspaper," the bulletin says, "to shoot high in promoting a grand prize as obviously the bigger the prize the more entrants there will be."

Entrants should be instructed to mail their estimates to the newspaper and the sweepstakes should end with the close of the voting on Nov. 27.

Winners to Be Announced

Names of the top five will be announced at the press dinner planned for Hollywood early in December.

The other way for conducting the sweepstakes in the event there is no newspaper tie-up, though it could be used in either case, is for the exhibitor to reprint the ballot with spaces for the entrant's name and his predictions of the top five in each category. These sweepstakes forms should be distributed in office buildings and various other places where groups congregate.

Seek 5,000 Bookings

(*Continued from page* 1)

large number of top British films which are now appearing on television have not affected box office receipts. One circuit manager said that the public has already seen many of these British pictures in theatres and even if these films do "capture choice telecasting time, motion picture entertainment in theatres is more appealing."

Interest High in Cronar Film

(*Continued from page* 1)

claimed in a paper presented by Dr. Deane R. White, of DuPont, at the Society of Motion Picture and Television Engineers convention at Lake Placid, N. Y., last month.

"Thirty-five per cent more footage of Cronar film can be rolled on a reel, thus reducing the number of reels and containers needed, the cost of shipping film, and the amount of storage space," Dr. White stated. The economies claimed by Dr. White could result in sizable economies for the three branches of the industry, production, distribution and exhibition.

Full Scale Production Slated

A spokesman for DuPont said yesterday that full-scale production of Cronar is scheduled for the DuPont plant in Parlin, N. J. He said initial production will be devoted to serving the graphic arts at the beginning of the year and, soon thereafter, if the present time-table proves correct, commercial motion picture stock in the new process will be available. The price, he added, "will be a competitive one."

A number of laboratories in the East, it was learned, have conducted tests for DuPont on Cronar. One laboratory official reported excellent results with 16mm. Cronar film. Another laboratory official said that the advent of Cronar could create serious problems within the industry, flowing from the two different bases which would be in use, Cronar's polyester base and the present cellulose triacetate bases. He claimed it would be "fine" if Cronar would be adopted by the entire industry. Otherwise he saw problems in "matching," focusing and splicing.

Sees Trade 'Excited'

An official of the Society of Motion Picture and Television Engineers, asked for comment, said "the trade is quite excited about the development."

Tests with Cronar also have been conducted by various studios and the Motion Picture Research Council on the Coast. For the past three years, it was stated by DuPont's Dr. White in his SMPTE paper, tests have been under way with satisfactory results. Dr. White's paper under the heading of "theatrical evaluation" told that with the cooperation of Paramount Pictures Corp., several reels of "Country Girl" were printed on polyester fine grain release positive film. These were interspliced with sections printed on triacetate to give 2,000 feet reels, half polyester and half triacetate, and were played in a number of theatres, the paper went on.

Projected 300 Times

It continued: "Most of the reels were projected more than 300 times, while others varied from 25 to 200 projections. Except in one instance of equipment failure, there was not one case of film breakage on the Cronar base—not even in the leaders. No perforations broke out, and no repair splices had to be made on the polyester reels, although the leaders on the triacetate control reels had to be replaced at least twice before 300 runs had been accumulated. The cellulose triacetate sections of the reels averaged about seven splices per reel during 300 runs.

"On the debit side, this evaluation did succeed in pointing up a tendency for the 4 mil. base (Cronar) to have focus difficulty in some projectors. Additional high intensity projection studies are now in progress, and it is expected that additional evaluation tests in the near future will demonstrate freedom from focus troubles," the report continued.

No Eastman Plans Yet

In the meantime, Eastman Kodak Co., which has a license to manufacture polyester photographic base and film under the du Pont patents, has no plans as yet for using the polyester base, according to Edward P. Curtis, vice-president of Eastman.

Allied Board Meet

(*Continued from page* 1)

action on the report of Allied's Emergency Defense Committee which will convene on Friday.

As to arbitration, the question will be posed as to whether final action should be taken by the directors or turned over to the full convention for advice. It is apparent that the board will delve thoroughly into the "propitiousness" of launching another tax campaign now and the chances for the success of such a drive. The application of United Theatre Owners of Oklahoma for membership will be presented formally by Bernard J. McKenna, vice-president of UTOO, who will serve as director if the application is approved.

Although the board sessions are expected to wind up on Sunday, there is a possibility that unfinished business will be carried over to Monday morning. The convention, itself, will officially start Monday afternoon.

Times Square Ready

(*Continued from page* 1)

of the cooperation of more than 260 theatres in the Greater New York area which assisted in the sale of tickets priced at $5, $10 and a limited number at $100.

The turnout of personalities from all walks of life is expected to be the most outstanding of the year as hundreds of celebrities converge on the Capitol Theatre to attend the first public performance of "Guys and Dolls." The list of state and civic men of the day will be headed by Governor Averell Harriman who is coming in from Albany for the occasion. Mayor Robert Wagner will represent the City of New York. Among the screen celebrities will be Marlon Brando and Jean Simmons, two of the top stars in "Guys and Dolls," in addition to Stubby Kaye, who appears with them in the picture.

Yesterday's New York "Times" carried a full-page Macy's ad saluting the Samuel Goldwyn production of "Guys and Dolls" and it was a take-off on that song, "Sam, You Made the Pants Too Long."

Macy's impression of "Guys and Dolls" was:

"Sam, You Made the Movie Too Short!"

Studio Test

(*Continued from page* 1)

upon, it was said, following recen tests by the Motion Picture Research Council—which were largely favorable—in addition to evidences of advantages reported in a paper read at the convention of the Society of Motion Picture and Television Engineers.

Cronar will increase the camera load, permitting longer shooting without re-loading the camera, which is considered important from a Hollywood view point.

On the other hand, Cronar resistance to splicing by the present methods is an unsolved problem at this time, but is expected to be overcome shortly.

Eastman Victors

(*Continued from page* 1)

madge; actors: Charles Chaplin, Harold Lloyd, Richard Barthelmess, Ronald Colman and Buster Keaton; directors: Cecil B. De Mille, John Ford, Frank Borzage, Henry King and Marshall Nielan, and cameramen: Charles Rosher, Arthur Edeson, Lee Garmes, Hal Rossen and John Seitz.

Awards will be in the form of "Georges," patterned on the "Oscar" idea, and will be presented during the Festival of Film Artists here on Nov. 19.

Nominate Meinhardt To Head V.C. of N.Y.

Ira Meinhardt has been nominated for the post of chief barker of Variety Club of New York. The annual membership and elections meeting will be held Nov. 17 at the Sheraton-Astor Hotel here.

Nominated, in addition to Meinhardt, are: first assistant, Martin Levine; second assistant, Larry Morris; property master, William H. Westphal; dough guy, Jack H. Hoffberg.

Nominated for canvasmen are: George W. Brandt, Harold J. Klein, Charles L. Okun, Harold Rinzler, Jack Rosenfeld, Morris Sanders, Cy Seymour, Spyros S. Skouras, Jr., Morton Sunshine, Saul Trapner, George Weldman, Al Finley, Martin Kornbluth, Charles Alicoate, Moe Fraum, Silas F. Seadler, Wilbur Snaper, Burt Robbins, Robert Shapiro, Syd Eiges and Carl Haverlin.

'Tarantula' Tomorrow

"Tarantula," Universal-International film starring John Agar, Mara Corday and Leo G. Carroll, will have its world premiere at the Stanton Theatre in Philadelphia tomorrow with Agar making personal appearances.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 88 NEW YORK, U. S. A., FRIDAY, NOVEMBER 4, 1955 TEN CENTS

Ritchey Sees

100% Net Hike In AA Foreign 1956 Earnings

Contemplates Release of 40 Pictures by Next July

By LESTER DINOFF

The net earnings of Allied Artists International Corp., for the 12 month period ending in November, 1956, is expected to total $5,200,000, an increase of 100 per cent over the company's net of $2,600,000 at the end of the fiscal year last July 2, according to Norton V. Ritchey, AA international president.

Norton Ritchey

Ritchey, speaking at a conference in which

(*Continued on page* 5)

Fox Division Chiefs In Chi. Next Week

A division managers' conference to review general sales policy and set merchandising plans on "The Rains of Ranchipur" and "The Lieutenant Wore Skirts"—two major CinemaScope productions being released December and January respectively—has been called by 20th Century-Fox for Tuesday in Chicago.

W. C. Gehring, executive assistant general sales manager, will represent

(*Continued on page* 4)

6th Goldwyn Girl Picked; 'Guys' Bows

Samuel Goldwyn, producer of "Guys and Dolls," which had its world premiere at the Capitol Theatre last night for the benefit of the Will Rogers Memorial Hospital at Saranac Lake, has chosen Phyllis Jeritza from more than 3,000 contestants to be the sixth Goldwyn Girl. The contest was conducted by Macy's

(*Continued on page* 4)

Diplomatic Post for Johnston Reported

Eric Johnston, president of the Motion Picture Association of America, who is unable to attend tonight's annual dinner of the Motion Picture Pioneers here honoring Herman Robbins as Pioneer of the Year because of a diplomatic corps engagement in Washington, is reported to have been named for a high diplomatic post in Europe.

It is not known whether, if this report is confirmed, Johnston will take a leave of absence or resign from the Association. He was on an extended leave of absence in 1951 for a Truman Administration assignment as administrator of the Economic Stabilization Agency.

1956 Film Festival Calendar to Be Set At IFFP Meet in D.C.

From THE DAILY Bureau

LONDON, Nov. 3.—Formation of an international film title registration organization with headquarters in Rome will be discussed by members of the International Federation of Film Producers at their meeting in Washington next week.

In addition, a schedule will be agreed upon at the meeting for the holding of film festivals around the

(*Continued on page* 4)

Banner Pictures Set; Filmakers Subsidiary

From THE DAILY Bureau

HOLLYWOOD, Nov. 3.—Filmakers releasing organization president Irving H. Levin today announced the formation of Banner Pictures, as a subsidiary company, to distribute 13

(*Continued on page* 4)

16mm. Issues Are Clarified

By WILLIAM R. WEAVER

LOS ANGELES, Nov. 3.—With the Government prolonging the 16mm. trial half a day to fly Charles H. Green here as an 11th-hour rebuttal witness, and then deciding not to put him on stand, Judge Leon Yankwich, who has been hearing the case without a jury since Sept. 22, adjourned court until Tuesday morning, when final arguments will begin.

Green, subpoenaed yesterday and flown here overnight, arrived at the court house scant minutes after Judge Yankwich, at counsel Samuel Flatow's

(*Continued on page* 4)

Canada MPIC Talks Rentals, Admissions

Special to THE DAILY

TORONTO, Nov. 3.—Much time at the convention here of the National Committee of Motion Picture Exhibitors Associations of Canada was consumed by the controversial subject of exhibitor-distributor relations, involving increased rental percentages and raised admission scales. The discussion extended into the deliberations of the annual meeting for the

(*Continued on page* 5)

Urge Papers to Play Up New Faces Angle

A suggestion that newspapers play up the "new faces" angle of the Audience Awards is made in the 56th of the series of COMPO ads in "Editor & Publisher" which will appear tomorrow.

"We think that's the phase of the

(*Continued on page* 4)

Excerpts from 'Carousel' in Fox's 55mm. C'Scope to Be Shown to Allied Delegates

Excerpts from Rodgers and Hammerstein's musical, "Carousel," now being produced in 20th Century-Fox's 55mm. CinemaScope process, will be shown to delegates to the Allied States Association convention and to members of the press at a special showing in the Oriental Theare, Chicago, on Monday afternoon. It will be shown in a reduced 35mm. version. In issuing an invitation to the presentation, Spyros P. Skouras, 20th-Fox president, said that the company believed that "through this system, all the 35mm. theatres in the world, regardless of locality, will be able to show to their audiences what we hope will be practically the ultimate development in motion picture projection and exhibition."

Berger Chairman

Allied's EDC Meets Today to Write Report

Will Be Presented at the Assn. Meet Next Week

From THE DAILY Bureau

CHICAGO, Nov. 3—Allied States Association's Emergency Defense Committee is scheduled to meet here tomorrow to prepare its report on activities, along with its recommendations, to the over-all Allied membership during the three-day convention of the organization which will get under way officially on Monday.

It is expected that Ben Berger, EDC chairman, will announce the starting date of the Senate Small Business Subcommittee's hearings on industry practices. Berger stated in Minneapolis on Oct. 27 that the EDC was holding firm on its intention to seek Federal regulation of film distribution practices.

Meanwhile, it was announced here that at the concluding session of the

(*Continued on page* 4)

To Study British Playing Time Here

By PETER BURNUP

LONDON, Nov. 3.—Further examination of the problems involved in getting increased playing time for British films in the U.S. market will be undertaken by John Davis, managing director of the J. Arthur Rank Organization during his visit to America next week, it is believed certain here.

Davis will leave by plane for

(*Continued on page* 5)

Walton in New RKO Executive Post

Edward L. Walton has been appointed administrative assistant to Daniel T. O'Shea, president of RKO Radio Pictures, Inc., it was announced yesterday by the president.

Before joining RKO three years ago, Walton served as a vice-president and a member of the board of directors of Republic Pictures Corp., in New York.

PERSONAL MENTION

ERNEST TURNBULL, managing director of Hoyt's Circuit, Australia, has arrived in New York from Sydney for 20th Century-Fox home office conferences.

•

MARVIN BERKROT, chief expeditor in the 20th Century-Fox home office publicity department, has resigned from the company, effective today, to join A. J. Grayson, New York financial concern.

•

DAVID E. ROSE, chairman and managing director of Coronado Productions, Ltd., is scheduled to arrive here today from London via B.O.A.C. Monarch.

•

BERNARD M. KAMBER, Eastern publicity representative for Hecht-Lancaster, will leave New York by plane today for Paris.

•

DAVID LIPTON, Universal vice-president in charge of advertising-publicity, is scheduled to leave here today for the Coast.

•

JERRY JUROE, head of radio-TV publicity at the Paramount studio, has arrived in New York from the Coast.

•

TOM ANDRE, unit manager at the M-G-M studio, has arrived in New York from Hollywood.

•

OTTO PREMINGER, producer-director, will arrive here on Sunday from the Coast.

Capitol Goes to $1 For 'Guys' at A.M.

The opening morning prices for "Guys and Dolls" at the Capitol Theatre here on Broadway will be $1, it was disclosed here yesterday by an official of Loew's Theatres.

The Capitol usually opens at 85 cents per admission. A fixed admission price policy for "Guys and Dolls" has not been worked out, it was explained, although the admission prices generally will be higher, with intermittent price changes during the day, as usual.

Levine Joins Paramount

Jerry Pickman, vice-president in charge of advertising, publicity and exploitation for Paramount Pictures, announced that Jerry Levine had joined the advertising-publicity department, working under Sid Blumenstock, advertising manager. Levine previously had been with National Screen Service in an advertising capacity, and with Donahue and Coe.

Atlas Corporation Sells 74,300 Shares Of RKO Common

From THE DAILY Bureau

WASHINGTON, Nov. 3. – Atlas Corp. sold 74,300 shares of RKO Pictures Corp. common stock in September, dropping its holding to 832,800 shares at the end of the month, the firm has reported to the Securities and Exchange Commission.

The transaction was listed in the latest issue of the SEC's monthly report on trading in film company stocks. Most of the transactions reported took place in September.

Abraham Schneider reported the sale of 2,000 shares of Columbia Pictures Corp. common, leaving 19,747 shares. Edward W. Avery bought 500 shares of RKO Theatres common, for a total holding of 3,500 shares. James A. Van Fleet bought 700 shares of 20th Century-Fox Film Corp. common in August, increasing his holdings to 1,000 shares, while his wife bought 300 shares for a total holding of 700 shares.

Rhoden Buys NT Common

Elmer C. Rhoden bought 600 shares of National Theatres common, boosting his holdings to 35,600 shares in his own name and 46,225 shares through holding companies. American Broadcasting-Paramount Theatres Inc. redeemed 700 shares of preferred stock owned by Owen D. Young, leaving him 625 shares. Paul Raibourn reported the purchase of 100 shares of Paramount Pictures common in January, his total holding at the end of that month.

Reisman Forms Own Film Financing Unit

Phil Reisman, whose resignation as president of Mike Todd Productions may be accepted by the board of directors next week, is forming his own production and film financing organization. Reisman said here yesterday that he contemplated no "set formula" in operating his new company but planned to go into both co-production and financing of independent product.

At the request of Todd, he said, Reisman will serve in a consultant capacity on the marketing of Todd's "Around the World in 80 Days." Reisman for many years was head of the RKO foreign department. He started his film career as a salesman for the old Triangle company in 1917.

Davis to Coast

Martin S. Davis, Eastern advertising and publicity director for Allied Artists, will leave here over the weekend for a week of conferences on forthcoming company product with studio officials in Hollywood.

Holiday and a Half For Home Offices

The Motion Picture Association of America and its member companies here will be open until 1 p.m. on Tuesday, Election Day, and will be closed on Nov. 11, Veterans Day.

Seven from QP at Chi. Conventions

Quigley Publications will have seven representatives at the annual conventions of Allied States, Theatrical Equipment Supply Manufacturers Assn., Theatrical Equipment Dealers Assn. and International Popcorn Assn. at the Morrison Hotel, Chicago, Monday through Wednesday.

Those who will attend the conventions are: Al Steen, news editor of MOTION PICTURE DAILY; Martin Quigley, Jr., editor of "Motion Picture Herald"; George Schutz, editor of "Better Theatres" and director of "Better Refreshment Merchandising"; Ray Gallo, advertising manager, "Better Theatres"; Carl R. Mos, associate, "Better Refreshment Merchandising"; Urben Farley, Quigley Publications, Chicago advertising representative, and Helen Clow, Q.P. Chicago news correspondent.

13th House Acquired By Ochs; In Florida

CLEVELAND, Nov. 3. – Herbert Ochs, head of the Ochs Management Co., has announced the acquisition of the 13th link in the chain and his first indoor theatre with the purchase of the Florida Theatre, Daytona Beach, by his sons, Jack and James Ochs.

The 800-seat theatre was purchased from J. G. Milliron who bought it two years ago from Publix during divestiture proceedings. With five of its theatres now in Florida, the company has opened an office at Dania. The circuit operates seven drive-ins in Ontario, Canada; one in Michigan, four in Florida and now the conventional Florida Theatre in Daytona Beach.

Palance Starts 5-City Tour on Monday

Jack Palance will launch a five-city tour on Monday to make personal appearances in connection with regional openings of United Artists' "The Big Knife."

Inital stops on the junket include Chicago, Detroit, Cleveland, Philadelphia and Boston, where Palance will make radio and television appearances, hold press interviews, meet with civic groups and hold autograph sessions.

Record Attendance Seen for Meeting of Florida Exhibitors

JACKSONVILLE, Fla., Nov. 3.– Advance registrations indicate that a record crowd of theatre owners and operators will attend the annual sessions of the Motion Picture Exhibitors of Florida at the Hotel Roosevelt here Sunday through Tuesday.

The opening Monday morning business session will hear addresses of welcome by Mayor Haydon Burns and by MPEF president Jerry Gold of Pahokee.

Joan Crawford, star of Columbia's current "Queen Bee," will be on hand all day to greet incoming conventioners and to bring unofficial messages from Hollywood.

Starr and Coyne to Speak

Other morning talks will be by Alfred Starr, on toll TV, and by Robert W. Coyne on Audience Awards. At luncheon and afternoon meetings, State Comptroller Ray E. Green and U. S. Sen. Spessard L. Holland are to make talks on exhibition as it is affected by governmental policies. Also, LaMar Sarra will report on the legislative accomplishments of MPEF at the recently completed sessions of the Florida Legislature.

On Nov. 8, meetings are set up for talks by Mitchell Wolfson, who will address the group on "Springboard for Action"; Andy Sullivan on "Concession Sales"; and George Gaughan on the "National Work of TOA."

A closed business session and the election of officers for the coming year is scheduled for Tuesday afternoon. The convention will close at a banquet and dance in the hotel's grand ballroom on Tuesday night.

Carolina Convention Postponed to Jan.

The annual convention of the Theatre Owners of North and South Carolina, originally scheduled for Nov. 12-14, has been postponed until Jan. 29-31 and will take place at the Hotel Charlotte, Charlotte, N. C.

The postponement of the Carolina TOA was attributed to the recent illness of Mrs. Pauline Griffeth, the unit's executive secretary, who is mourning the death of her husband, Walter.

NEW YORK THEATRES
RADIO CITY MUSIC HALL
Rockefeller Center
TRIAL
starring
GLENN FORD - DOROTHY McGUIRE
Athur Kennedy - John Hodiak - Katy Jurado
AN M-G-M PICTURE
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

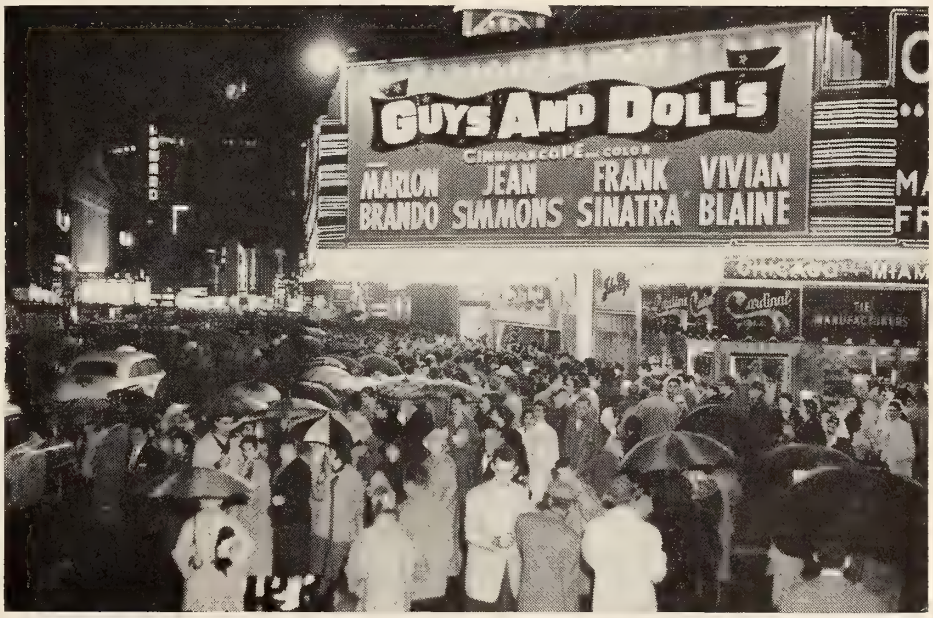
"Guys and Dolls" Makes Auspicious Debut

TIMES SQUARE, the focal habitat of Samuel Goldwyn's production of "Guys and Dolls," which M-G-M is distributing, was at a virtual standstill last night as crowds poured in from all thoroughfares leading to the Capitol Theatre where the picture had its auspicious World Premiere for the benefit of the Will Rogers Memorial Hospital and Tuberculosis Research Laboratories at Saranac Lake, N. Y. The advance word of mouth, the steady stream of publicity which began as early as last Spring, created one of the greatest "Want to See" audiences studded with celebrities from all walks of life. Tickets were scaled at $5, $10 and a limited number of loges at $100, the entire receipts going to the industry's own hospital and research institution. Samuel Goldwyn produced the picture at a cost of $5,500,000 of which $1,000,000 was for the screen rights. Joseph L. Mankiewicz wrote the screen play and directed in 67 actual production days. Many stars from all phases of the entertainment world attended, including Marlon Brando and Jean Simmons, top two stars of the film.

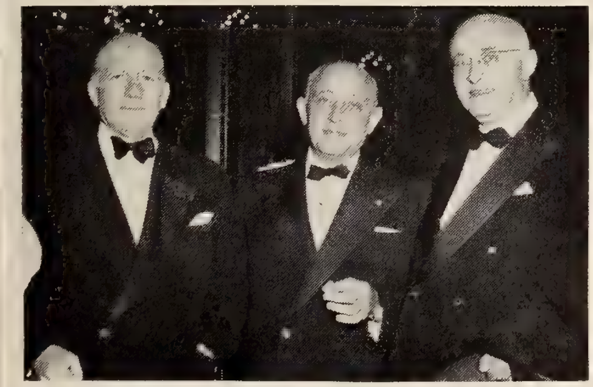
Gov. Averell Harriman and Mrs. Harriman were among the guests arriving early at the Capitol.

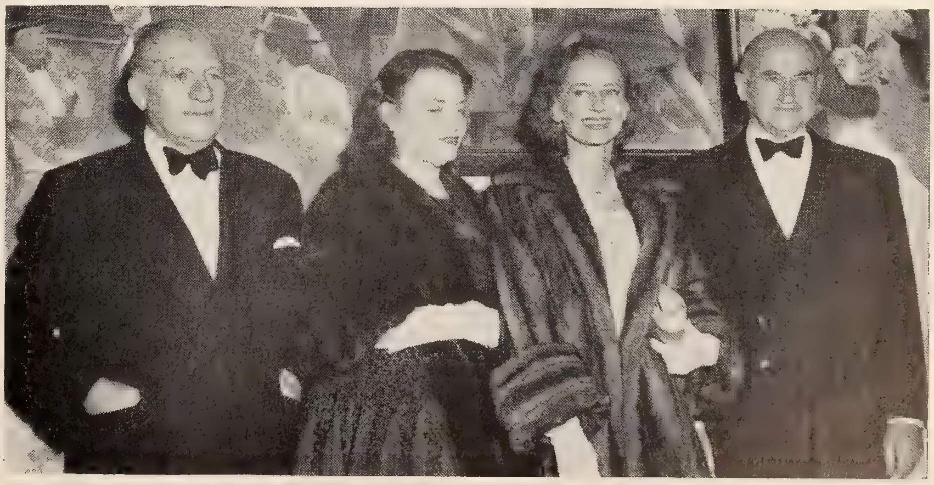
Nicholas M. Schenck and Mrs. Schenck are shown entering the theatre for the premiere.

Mel Ferrer and his wife, Audrey Hepburn, who recently returned from a trip abroad, attended the premiere.



This shot of the exterior of the Capitol Theatre may give some idea of the immensity of the crowd which gathered—despite the rain—to welcome Samuel Goldwyn's "Guys and Dolls."


On hand for the festivities were, left to right, Howard Dietz, M-G-M vice-president; Joseph R. Vogel, president of Loew's Theatres, and James A. Mulvey, president of Samuel Goldwyn Productions.


Howard Dietz, left, M-G-M vice-president in charge of advertising-publicity, and Mrs. Dietz were snapped in the company of Mr. and Mrs. Samuel Goldwyn as the four entered the lobby of the crowded Capitol Theatre.

(Advt.)

Nice Present: World Cruise for Hendel

Special to THE DAILY

PITTSBURGH, Nov. 3.–Harry Hendel, executive secretary and treasurer of the Allied Motion Picture Theatre Operators of Western Pennsylvania, was honored at a surprise testimonial in the Variety Club with 300 guests attending. He received tickets for an around-the-world cruise. Charles R. Blatt, Allied unit president, made the presentation.

EDC Report

(*Continued from page* 1)

convention on Wednesday, which will be devoted to film problems, Berger will be the lead-off speaker. At this session there will be reports from the film clinics and action taken on all appropriate recommendations. The convention committee announced that quarterly statements of net earnings of film companies since the tax reduction went into effect will be supplied to exhibitors in attendance so that they may compare their own profits with those of the distributors.

Every exhibitor who has something important to say will be heard at the convention, Allied leaders said.

Fox Division Chiefs

(*Continued from page* 1)

director of distribution Al Lichtman and preside over the conclave to be held at the Drake Hotel there.

Present at the meeting will be Alex Harrison, Western sales manager; C. Glenn Norris, Eastern sales manager; and division heads Herman Wobber, Western; Harry Ballance, Southern; M. A. Levy, Mid-West; Martin Moskowitz, Atlantic; T. O. McCleaster, Central, and Peter Meyers, Canadian. Assistant division managers to be present are Reville Kniffin, Western; Paul S. Wilson, South-East; Mark Sheridan, Jr., South-West; as will New York branch manager Abe Dickstein and Chicago branch head T. R. Gilliam. Roger Ferri, editor of the "Dynamo," also will attend.

The sales executives on Monday will attend sessions of the Allied States Association convention at which a major speech will be delivered by company president Spyros P. Skouras on new advances in CinemaScope.

TONIGHT
THE
MOTION PICTURE
PIONEERS
DINNER

Gov't Rests Its 16mm. Case

(*Continued from page* 1)

request for time to talk with Green, recessed court for two hours. On reconvening, Flatow told the judge he had talked with Green and learned he "cannot add anything to the evidence in this case." He then rested the Government case.

Figured in Fox Proxy Fight

Green, it will be remembered, was among the figures in the 20th Century-Fox proxy fight in 1953.

Before adjourning to Tuesday, Judge Yankwich spoke to counsel at length regarding their separation of arguments, and on procedure to be followed. Directly concerning the case, he said from the bench, "there are only two questions in this case."

The first of these, he said, is the "question of conspiracy, or concert of action, in establishing practices of which the Government complains." The second question, he said, and which he said is subject to finding, regardless of any answer to the first question, is "whether these practices are reasonable."

The court said he has set aside next Tuesday and Wednesday to hear arguments in the case, but will hold Thursday morning open also in case the need should arise for carrying over.

The judge did not predict a date when his decision might be given, but precedent in Yankwich cases is that a decision usually follows within two weeks after closing.

Earlier in the morning, the government had put John Dean Caffey, professional economist in government employ the past seven years, on the witness stand to submit and explain statistics he had assembled since Monday.

Citing figures he said he had obtained from one of the film industry's year books (not a Quigley publication) he stated it was his conclusion, based on such figures, that although the decrease in theatre attendance, beginning in 1946, is still in progress, and the increase in installation of home-television receivers likewise is continuing, the decrease in attendance had been swifter before television installations became numerous than afterward.

Hazy on Closings

Under cross-examination the witness admitted the figures he had quoted from the book as indicating the number of theatres in the country did not specify whether all such theatres are open, and that he had not inquired on that point when interrogating the publication employee who, he said, had compiled the data.

When counsel showed him a footnote to the tabulation, which indicated that perhaps 4,500 of the listed theatres are closed, Gaffey admitted he hadn't noticed the footnote.

Six Goldwyn Girls

(*Continued from page* 1)

over a six-week period which was finalized yesterday with the selection by Goldwyn at the Macy store.

Out-of-town and in-town newspaper people yesterday were luncheon guests of Goldwyn at Sardi's where they were introduced to Marlon Brando, Jean Simmons and Stubby Kaye, who appear in the film, as well as Goldwyn and Joseph Mankiewicz, the director.

Goldwyn also invited a list of guests to the Ambassador Hotel Trianon Room for a buffet dinner before the premiere, and after the picture he also had a special supper in the Grand Ball Room of the same hotel.

Guests at the Plaza

The visiting press, some 40-strong, were put up at the Plaza Hotel which was provided with special facilities for the working correspondents to file material to their home papers.

Traffic was at a virtual standstill between 8 P.M. and 8:30 P.M., when the many stars converged upon the Capitol Theatre sector of Times Square. The house was a complete sellout. Newsreel, TV and radio covered the opening as well as all local newspapers and syndicated services. A feature of the opening was the special "Bridge of Stars" where each star was announced as he entered upon a special float in front of the theatre. Russell Grant of Loew's made the announcements over a loud speaker on the float.

1956 Film Festival

(*Continued from page* 1)

globe. A considerable number of applications for the holding of festivals in 1956 already has been filed with IFFP, including one from Cork, Ireland.

Four-Day Meeting This Year

The usual two-day meeting of IFFP has been extended this year to four days to enable the delegates to meet representative leaders of the American industry, including exhibitors. Sir Henry French, head of British Film Producers Ass'n., and John Davis, managing director of the Rank Organization here, will represent the British industry at the meeting. Sir Henry, who will leave here tonight by plane, is scheduled to be in New York tomorrow before leaving for Washington. Davis will fly directly to Washington over the weekend.

AA Concludes Pact For TV's 'Medic'

Allied Artists has concluded negotiations with Medic Productions whereby a picture based on the television series "Medic" will be brought to the screen, it was announced by Harold Mirisch, vice-president of AA.

The picture will be independently produced by Medic Productions with Allied Artists arranging financing and handling distribution. Representing "Medic" in the negotiations were the Ashley-Steiner Corp. and the Rosenberg-Coryell Agency.

Exhibitor May Seek Mo. Governorship

Special to THE DAILY

ST. LOUIS, Nov. 3.–State Senator Edward V. Long of Clarksville, Mo. owner of the Trojan Theatre, Troy, Mo., and the Orpheum Theatre, Elsberry, Mo., is being mentioned prominently in political circles as a candidate for the Democratic nomination for governor in 1956. Senator Long has said he would not oppose Lieutenant Governor James T. Blair, Jr., should Blair seek the nomination, but if Blair does not run, he will consider entering the race.

Long is a director of the Missouri-Illinois Theatre Owners.

Urge Papers

(*Continued from page* 1)

voting that will interest most readers," the ad says. "In the selection of the 'most promising new personality' (male and female) is the real human-interest feature of this first annual national movie poll.

"You know how the average person," the ad continues, "just loves to feel that he is helping some newcomer. It's one of those deep and admirable human impulses. Most people, who never even dream of spectacular success for themselves, eagerly go out of their way to help some unknown start up the ladder. That impulse is what has made amateur and talent scout shows so successful on stage, radio and TV. The Miss Rheingold election has the same 'give-the-little-girl-a-big-hand' psychology. 'Help me work my way through college' is still one of the great selling arguments.

'Millions of Voters'

"So in the Audience Awards election which will be held Nov. 17-27 in thousands of theatres, there will be millions and millions of voters (including your readers) who will be moved by this basic human desire to help the struggling newcomers. They, of course, will vote for the best movie of the year and the best performances—but their hearts will be in their votes for the 'most promising new male personality' and the 'most promising new female personality.'

"Forty young players, dreaming of stardom, will be on the ballot. It is upon them that your readers' interest will be centered, for the people who read your paper will want to help their favorite boy and girl win.

"So we make this suggestion: play up the 'new personality' angle for human-interest, when you cover the Audience Awards pre-election news."

Banner Pictures

(*Continued from page* 1)

features in the next nine months through FRO channels.

The productions include eight acquired from Gibraltar, a feature from Horace McCoy, and four, now in script form, to be produced by Banner direct.

Ritchey

(*Continued from page* 1)

he introduced Edwin J. Smith, Jr., vice-president and supervisor of the company's European operations to the trade press, said that by next July, "some 40 films will be distributed by the company through its own offices and franchise dealers in the foreign market."

The AA executive disclosed that the international company's net earnings for the 1954-55 fiscal year "showed an increase of 42 per cent over the previous comparable period." He said that he foresees a "100 per cent business increase this year in Italy, France and Germany."

Ritchey stated that "within the next three or four months, our company executives will have covered every country in the world—where our films are now distributed. Our aim is to step up the distribution and marketing of our product in Europe, Latin America and the Far East and expand our overseas operations in distribution and production."

Will Leave for Europe Soon

Smith and Ritchey are going to Europe shortly. Smith's duties will embrace the distribution of AA product, and will have a hand in co-production, and work closely with Associated British Pictures Corp. in the co-production of "I'll Take the High Road," Ritchey said.

Ritchey also disclosed that Allied Artists International had taken an active interest in European television and might go into TV production in England.

Commenting on Stratford Pictures, another wholly owned subsidiary of Allied Artists Pictures, Ritchey said that he hoped to "line up a number of European films for release in the U. S.

Westrex Announces New License Pacts

E. S. Gregg, president of the Westrex Corp., has announced that new motion picture recording license agreements have been completed with studios in the United States, India, Great Britain and Egypt.

The studios which have installed the latest Westrex studio recording equipment are: University of Southern California, Los Angeles; Filmistan, Ltd., Bombay; Voice of London, Ltd., London, and Studio Al-Ahram, S.A.E., Cairo.

UA Holds Yuletide Party for 'Heidi'

More than 500 newspaper, magazine, trade press and radio-TV representatives and their children will attend a special preview of United Artists' "Heidi and Peter" tomorrow at the Little Carnegie Theatre in New York City.

Following the showing of the new Lazar Wechsler Technicolor production, a Christmas-in-November luncheon party will be held in the theatre lounge.

Aaron Rosenberg Production

'U' May Use Fox's 55mm. Process on Ataturk Film

Universal's entry in the 55mm. CinemaScope field may be Aaron Rosenberg's projected film on the life of Ataturk, the founder of modern-day Turkey, it was disclosed here yesterday by producer Arthur Rosenberg.

Rosenberg, enroute to Turkey to set up preliminary production plans, told a trade press conference that the 55mm. process developed by 20th Century-Fox interests him, although he has not seen it. He expressed his feeling, however, that the subject of Ataturk would lend itself to 55mm. treatment.

The producer, covering a wide range of topics, strongly defended participation deals with talent.

Cites Mutual Benefit

Rosenberg, who claimed that his "Winchester 73" in 1949 started the trend toward participation deals with stars, expressed satisfaction with the way the formula worked out for Universal and the stars. "Bend of the River," starring Jimmy Stewart, and "The Shrike," starring Jose Ferrer, who also doubled as director, were among Rosenberg's participation deals. Fortunately, Rosenberg stated, all his participation deal films were successful at the box-office.

Regarding the development of new talent, he paid tribute to Universal's talent school on the Coast. He also cited Universal's practice of nurturing younger talent by teaming upcoming personalities with seasoned stars. New York, he went on, rather than Hollywood, is becoming the training ground for new talent due to its TV activity and the demise of the program picture in Hollywood.

Regarding future plans, Rosenberg said he plans to do another film with Jose Ferrer, a film biography of Charlie Russell, starring Audie Murphy; a film based on the life of Bill Robinson, and "Apache Agent," based on a real-life character. Asked about his accent on biographical material, Rosenberg responded that he felt that factual characters seem to intrigue motion picture audiences more than other films, citing the success of "To Hell and Back" and "The Glenn Miller Story," both of which he produced.

Times Publicity Drives

Turning to advertising and promotion problems, Rosenberg cited the effectiveness of Universal's method of beginning the publicity campaign when the decision is made to film a certain property.

David A. Lipton, vice-president in charge of advertising promotion and exploitation, who also attended the press conference, added that his department works directly with producer, a liaison which he called fruitfull.

Canada MPIC

(*Continued from page* 1)

Motion Picture Industry Council of Canada which terminated today.

A new angle developed when the film exchanges represented by the Canadian Motion Picture Distributors Association announced a move for a strict checkup of boxoffice receipts, which in the past had been somewhat occasional.

Clare J. Appel, executive director of the distributors association, asserted that the checking was necessary because some exhibitors had reported reduced grosses on percentage pictures.

All branches of the Canadian industry were represented at the council meeting, when many committee reports were presented, including one on the progress of the proposed public relations committee by Nat A. Taylor, its originator.

The industry convention also received reports on regional activities by seven provincial exhibitor groups.

The chairman of the council sessions was Dave Grierdorf. A well-known observer was J. J. Fitzgibbons, president of Famous Players Canadian, who came here from California.

Study British

(*Continued from page* 1)

Washington over the weekend where he will attend the meeting of the International Federation of Film Producers starting Monday. He will be accompanied by Kenneth Winckles, assistant managing director of the Rank organization.

Following the four-day Washington meeting the two will go to New York where the British film exhibition problems will be discussed in the light of new plans which the organization has contemplated for some time.

Decca's 9-Month Net Up Slightly Over '54

Consolidated net earnings of Decca Records, Inc. for the nine months ended Sept. 30, including the company's share of undistributed earnings of its subsidiary, Universal Pictures Co., Inc., amounted to $2,410,264, equal to $1.50 per share on 1,602,501 outstanding shares of capital stock. On Sept. 30, 1955 Decca owned 718,585 shares of Universal common, representing approximately 71 per cent of the motion picture company's outstanding common stock.

In the corresponding period of 1954, Decca reported earnings of $2,272,602, equal to $1.42 per share on 1,602,501 shares of capital stock then outstanding.

A HAL WALLIS PRODUCTION

HAL
WALLIS

Puts the Indelible Mark of Greatness on

THE
ROSE
TATTOO

the most adult love story ever filmed
. . . , more daring than his Academy Award winner,
"Come Back, Little Sheba". . .

A PARAMOUNT PICTURE IN VISTAVISION

THE *Christmas* SALUTE

comes but once a year

Now's the time when all of us who are employed in the Amusement Industry open our hearts and purses to help heal—and prevent—tuberculosis for ourselves, our families, and our friends. There's no cost to patients at Will Rogers, and no finer care anywhere. Give at least One Hour's pay to the 6th Annual Christmas Salute.

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Will Rogers Hospital gratefully acknowledges the contribution of advertising production by Warner Brothers Pictures, and of space by this Publisher.

All
the News
That
Is News

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Concise
and
to the
Point

VOL. 78. NO. 89. NEW YORK, U. S. A., MONDAY, NOVEMBER 7, 1955 TEN CENTS

Report to Board

Toll TV 'War Chest' Urged By Rembusch

Tells Proponents It's a 'One-armed Bandit Idea'

From THE DAILY Bureau

CHICAGO, Nov. 6. — In his report o the board of directors of Allied States Association here today, True-man T. Rembusch, co-chairman of the Committee Against Pay-As-You-See TV, pulled no punches in blasting the proponents of what he termed the "one-armed bandit idea."

T. T. Rembusch

Without mincing words, Rembusch flatly stated that all of the arguments for the use of the free air waves by the ad-

(*Continued on page* 14)

Hoyts' Turnbull Hits 'Self-appointed' Emissaries to UK

An attack on "self-appointed" emissaries who go to England and promise Britsh producers "the earth" if Britain would tailor its product to the American market, was delivered here at the weekend by Ernest Turnbull, managing director of Hoyts Theatres of Australia.

Turnbull, saying he was familiar

(*Continued on page* 10)

Selznick Gen. Mgr. Post to Briskin

From THE DAILY Bureau

HOLLYWOOD, Nov. 6.—Barney Briskin, former general manager for he production of "Oklahoma!", has been named general manager for production of the Selznick Company, nc., it was announced by David O. Selznick.

Briskin will be general manager of

(*Continued on page* 10)

Vital Issues Facing Allied As Conclave Opens Today

Allied Attendance High

CHICAGO, Nov. 6—Over 1,000 industry figures, representing all facets of motion pictures, are expected to be in attendance at the 1955 Allied States Association convention and TESMA-IPA-TEDA trade show to be held at the Hotel Morrison here this week.

Spotlight Centered on Film Clinics, EDC And Intra-Industry Relations; Leaders Say This Will be a 'Do Something' Meet

By AL STEEN

CHICAGO, Nov. 6.—If the promised fireworks materialize at the Allied States Association convention here during the next three days, the guests in the Morrison Hotel will think it's the Fourth of July. That's the way one Allied leader summed up his predictions today on the eve of the curtain-rise on Allied's annual conclave which, this year, is combined with the conventions and trade shows of the equipment and concessions organizations.

Ruben Shor

Allied executives appear to be determined to make this a "do-something" rally. They insist that the topics on the agenda of the board of directors, which has been in session for the last two days, were not dreamed up to kill time.

It is promised that definite action will be taken on the film rentals situation, on circuit expansion and, of

(*Continued on page* 14)

400 Honor Herman Robbins As M.P. Pioneer of Year at Annual Dinner

By LESTER DINOFF

A capacity crowd of approximately 400 leading figures of the industry turned out to honor Herman Robbins, chairman of the board of National Screen Service, as Pioneer of the Year at the 17th annual dinner of the Motion Picture Pioneers at the Starlight Roof of the Hotel Waldorf-Astoria here on Friday evening.

With Ned E. Depinet, dinner committee chairman, presiding alongside the guest of honor and Jack Cohn, president of the Pioneers, the assemblage heard a warmly earnest appeal by Robbins for aid by those in a position to afford it for the M. P. Pioneers Foundation, an unpublicized activity of the Pioneers which provides assistance to industry veterans in genuine need.

The honor guest also recounted the circumstances of the beginning of the Pioneers and expressed some of the pleasures and satisfaction the annual get-togethers have afforded so many over the years.

Robbins, who prior to his 32 years with National Screen was with the

(*Continued on page* 9)

For complete picture and story report of the Motion Picture Pioneers dinner turn to Pages 8, 9 and 10 of this issue.

Television Today

IN THIS ISSUE **PAGE 17**

- **"Home office" promotional help at the local level comes to TV finally, as practiced smartly via contest by Screen Gems, Columbia Pictures' TV subsidiary.**
- **NBC, with a top-echelon team carrying the ball, makes color TV news in a big way. . . . Robert E. Kintner of ABC has some pungent observations on the status of TV.**
- **Names Making News in Television Today.**

No New Post Offered Johnston, Says Clark

From THE DAILY Bureau

WASHINGTON, Nov. 6.— No new job, diplomatic or otherwise, has been offered Eric Johnston, president of the Motion Picture Association of America, it was stated on Friday by Kenneth Clark, MPAA director of information, in denying to Motion Picture Daily a report that Johnston was to be given a high diplomatic assignment in Europe, possibly Italy. "There is absolutely nothing to the report," said Clark.

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, left New York on Friday for the Coast.

•

G. Ralph Branton, George Burrows and Edward Morey of Allied Artists left New York over the weekend for the Coast.

•

Kathryn Grayson arrived in New York on Saturday from Hollywood, and will leave here today for London via B.O.A.C.

•

Edward Hays, United Artists sales representative in Atlanta, is the father of a girl born there to Mrs. Hays last week.

•

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, and Bernard Levy, his assistant, are in Des Moines from New York.

•

Mori Krushen, United Artists exploitation manager, will leave here today for St. Louis, Dallas and Houston.

•

Francesco De Renzis, manager of Westrex Company, Italy, has returned to Rome from New York.

•

Dr. Renato Gualino, president of I.F.E. Releasing Corp., is in Washington from New York.

•

Barry Jones, British actor, returned to London on Saturday via B.O.A.C. Mayflower.

N. D. Film to Kreisler

Bernard Kreisler, independent film importer and distributor, has acquired rights in Paris to a featurette of the Notre Dame Cathedral choir and celebration of High Mass, he announced from Paris. The film is the first made of actual services inside the Cathedral, Kreisler said.

Set 'Glory' Premiere

David Butler's "Glory" will have a Blue Grass world premiere on Jan. 11 at the Kentucky Theatre, Lexington. Immediately following the world premiere, the Superscope-Technicolor production will open in more than 150 theatres throughout the Cincinnati, Cleveland and Indianapolis exchange areas.

No Paper Tomorrow

MOTION PICTURE DAILY will not be published tomorrow, Tuesday, Nov. 8, which is Election Day.

IFFPA to Discuss Methods to Combat Gov't Censorship

WASHINGTON, Nov. 6.—Government censorship of motion pictures will be one of the leading topics on the agenda for the four-day meeting of the administrative council of the International Federation of Film Producers Associations here starting tomorrow.

Another topic on the agenda will be a discussion of 1956 international film festivals, as reported in Friday's issue of Motion Picture Daily.

The meeting will be held at the headquarters of the Motion Picture Association of America here, with delegates on hand from 10 countries. Federation president Renato Gualino of Italy will preside over the council sessions, and honorary president Charles Delac of France will be on hand.

Discuss Censorship

Enrico Giannelli of Italy, general secretary of the Federation, said the council has received a great number of applications from cities desiring to hold film festivals next year, and that the council will have to spend considerable time passing on these applications. The council will also discuss, he said, what steps should be taken to combat government film censorship. A third topic will be trade methods to bring about a greater flow of films among nations.

The council plans to hold morning and afternoon sessions through Thursday. The delegates will be given a luncheon by MPAA at the association's headquarters on Monday, a dinner and screening on Wednesday evening ,and a luncheon at the Sheraton-Carlton Hotel on Wednesday.

Johnston a Delegate

MPAA president Eric Johnston will head the U. S. delegation, which will also include MPAA vice-presidents Ralph Hetzel and Robert Corkery. Other countries' representation at the meet are: John Davis and Sir Henry French, president and general director, respectively, of the British Film Producers Association; J. P. Frogerais, honorary president of the French Producers Syndicate, and Roger Fournier, general secretary of the French Film Producers Association; Vicente Salgado, president of the Spanish Film Producers Association; Oscar Duby, representing the Swiss Film Producers Association; Carl Anders Dymling, president of the Swedish Film Producers Association; Gunther Schwarz, executive director of the German Film Export Association, and Walter Koppel, president of the German Film Producers Association; Marcel Jauniaux, president of the Belgian Film Producers Association; and Hector Hernandez, executive director of the Mexican Film Producers Association.

Financial Survey Sees Bright Film Future

A large profit potential is seen for the motion picture industry with "the population of heaviest movie-going age headed for accelerated growth in the next few years," according to a Value Line investment survey just released.

The report, which covers American Broadcasting-Paramount Theatres, Columbia, Eastman, Loew's, National Theatres, Paramount Pictures, Stanley Warner, Technicolor, 20th Century-Fox, Universal and Warners, states that "even a modest gain in attendance might have a dramatic effect on earnings."

Foregoes Testimony In Tariff Hearing

WASHINGTON, Nov. 6. — The Motion Picture Export Association will not testify at the current tariff-cutting hearings of the Committee for Reciprocity Information, but will instead stand on a written statement submitted to the committee earlier.

The committee, a government group, is holding hearings to get the views of industries on items proposed for U. S. tariff concessions at a forthcoming international tariff-cutting conference. Films are on the list of items tabbed for cuts.

MPEA some weeks ago sent the committee a letter saying the association supported the cuts, but also urged the U. S. negotiators to try and reduce some of the barriers put up by foreign countries to U. S. films. It said MPEA vice-president Griffith Johnson would present additional oral testimony for MPEA.

However, Johnson was forced to leave over the weekend for Rome, and will not be back until after the government committee finishes its hearings. MPEA has decided not to name anyone to testify in Johnson's place, but instead to rest on the previously-sent statement.

Willie Bioff Killed; Was Labor Racketeer

PHOENIX, Ariz., Nov. 6.—Willie Bioff, one-time Chicago racketeer who muscled into the IATSE studio unions and perpetrated a series of successful extortions from major companies and their top executives as a price of maintaining labor peace in the industry, was killed here on Friday by a dynamite explosion touched off when he stepped on the starter of his car.

Bioff was convicted for his industry extortions and served a prison sentence.

Police said the nature of Bioff's death clearly indicated it was not accidental.

World-Wide

Women's Unit Recruits Good Films Backing

The National Council of Women of the U.S. has undertaken to recommend to international councils with which it is affiliated all those American motion pictures which are considered good and worth encouraging by its motion picture committee.

The policy, a new one for the organization, is designed to help encourage patronage for the approved pictures as distinguished from condemnation of pictures considered wanting, according to Mrs. Dean Gray Edwards, motion picture chairman of the N.C.W.U.S.

Counteract Criticism

The purpose, also, she said, is to counteract some of the criticism frequently heard that Hollywood pictures do more harm than good to America's reputation in other countries. The lists of approved pictures will be distributed regularly, she said.

Among the films on the first list are: Footsteps in the Fog, My Sister Eileen, The Prisoner—Columbia; The Left Hand of God, Love Is a Many Splendored Thing, A Man Called Peter, The Virgin Queen, Good Morning, Miss Dove—20th Century-Fox; The Bar Sinister, It's Always Fair Weather, The Scarlet Coat, Trial—M-G-M; The Desperate Hours, The Rose Tattoo, The Seven Little Foys, To Catch a Thief, We're No Angels—Paramount.

Classifications

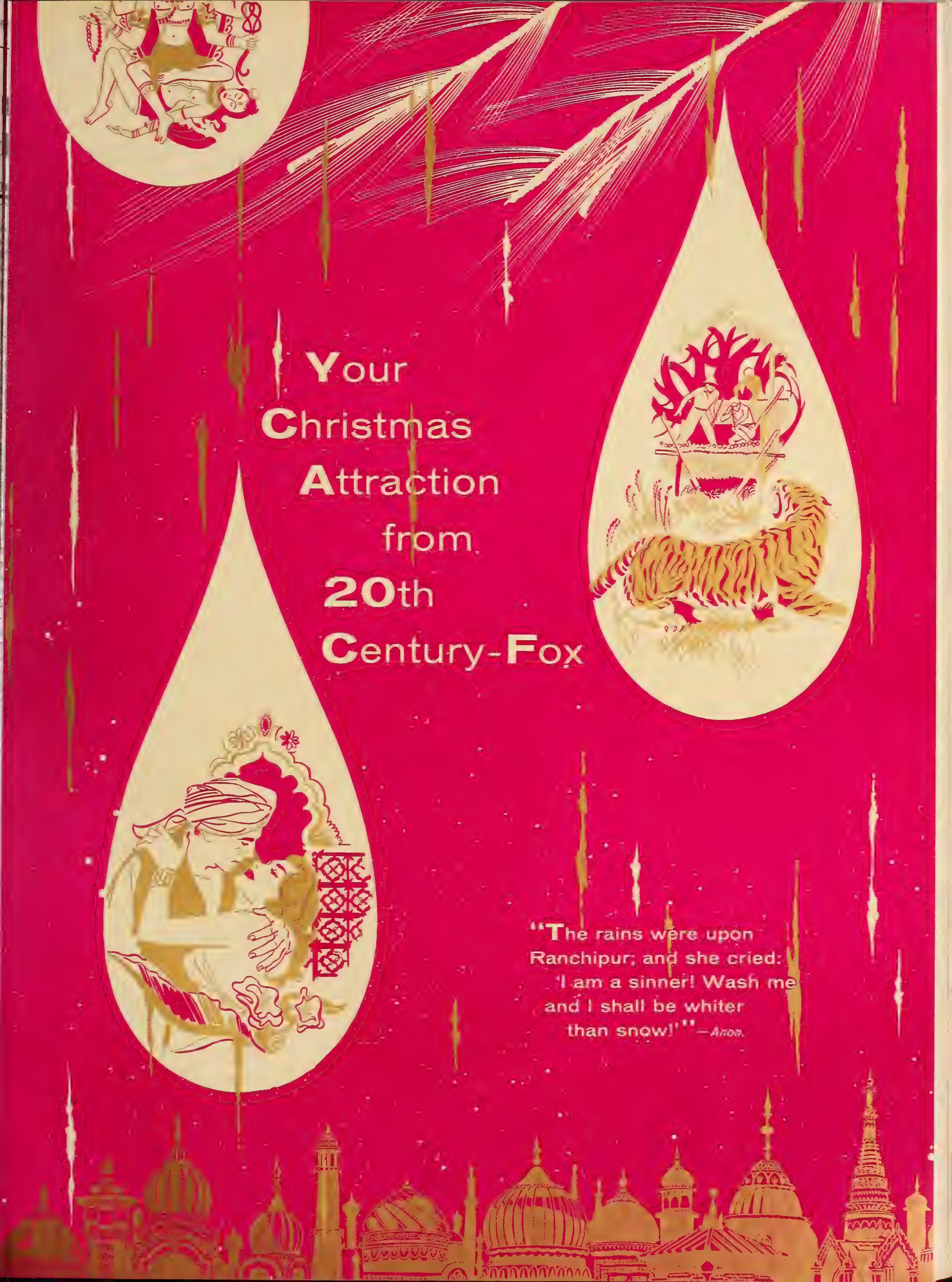
Also: The Eternal Sea, The Last Command, Magic Fire—Republic; The Big Knife, Marty, Night of the Hunter, Summertime—United Artists; The Private War of Major Benson, The Shrike, To Hell and Back—Universal; Blood Alley, Mister Roberts, Tiger in the Sky—Warners; Simba—Lippert; The African Lion, The Lady and the Tramp—Walt Disney; The Great Adventure—Louis de Rochemont; Oklahoma! — Magna Theatre Corp.; The Sheep Has Five Legs—U.M.P.O. and Umberto D—Italian Films Export.

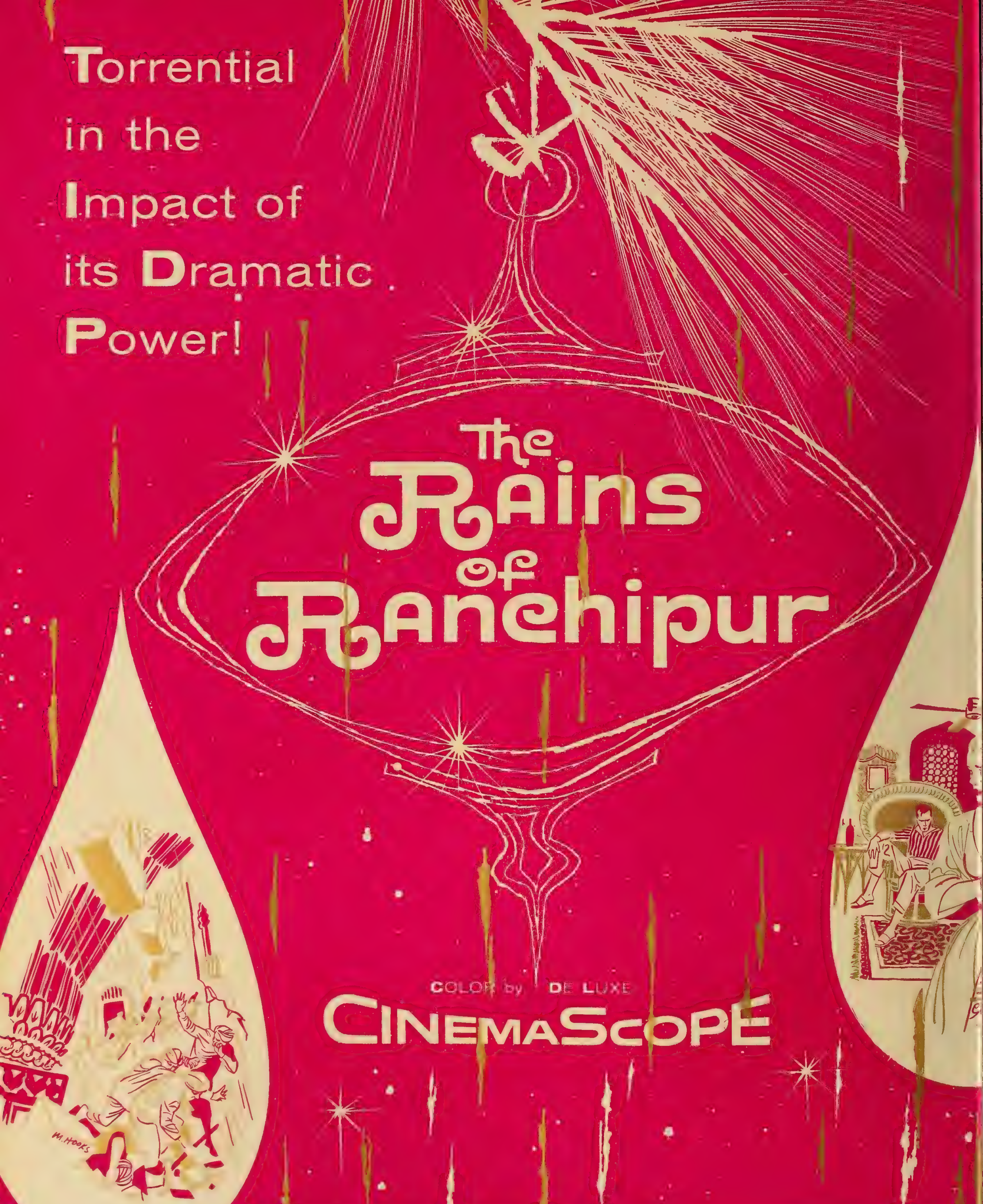
The committee classes its recommended pictures for family, adults and young people, adults and mature young people, and adults.

The family of the late FRED MEYERS wants to thank all his friends and associates for their thoughtfulness and kindness in our time of sorrow.

Berdie Meyers and family

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sxth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-president; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.


Your
Christmas
Attraction
from
20th
Century-Fox
"The rains were upon
Ranchipur; and she cried:
'I am a sinner! Wash me
and I shall be whiter
than snow!'" —Anon.


Torrential in the Impact of its Dramatic Power!
The Rains of Ranchipur
COLOR by DE LUXE
CINEMASCOPE
M. Hooks

LANA TURNER • RICHARD BURTON • FRED MacMURRAY • JOAN CAULFIELD • MICHAEL RENNIE

in "THE RAINS OF RANCHIPUR"

Produced by FRANK ROSS

with EUGENIE LEONTOVICH, Gladys Hurlbut, Madge Kennedy, Paul H. Frees, Carlo Rizzo, Beatrice Kraft

Directed by JEAN NEGULESCO · Screenplay by MERLE MILLER · Based on a Novel by Louis Bromfield

PRINTED IN U.S.A.

Skouras Heads Fox Delegation to the Allied Convention

Headed by president Spyros P. Skouras, vice president Charles Einfeld and executive assistant general sales manager W. C. Gehring, a delegation of 20th Century-Fox home office sales and advertising-publicity-exploitation executives will be present in Chicago today for sessions of the Allied convention.

Joining company officials at the conclave will be new star Richard Egan, topcast in "The View From Pompey's Head" in CinemaScope, who will be master of ceremonies at the banquet highlighting the annual exhibitor convention. The dinner will be held at Chicago's Morrison Hotel on Wednesday.

Divisional Heads Attend

Among the 20th Century-Fox toppers present in Chicago are Alex Harrison, Western sales manager; C. Glenn Norris, Eastern sales manager; Martin Moskowitz, Atlantic Division manager; and Abe Dickstein, New York branch manager, and Roger Ferri, editor of the "Dynamo."

From Einfeld's department are Abe Goodman, advertising manager; Max Stein, copy chief; Victor Sedlow, art director; Meyer Hutner, account executive on 55mm. CinemaScope, and Leo Pillot, special events manager.

Spyros P. Skouras will deliver an address today covering new photographic advances in CinemaScope and magnetic sound reproduction. The home office delegation, joined by the company's domestic and Canadian division sales heads, will be present at a showing for the press and trade of excerpts from Rodgers & Hammerstein's "Carousel," filmed in the 55mm. CinemaScope process.

Legion of Decency Awards 7 'A'; 3 'B'

The National Legion of Decency, in its latest bulletin, announced that three pictures received "B" classifications and seven films awarded "A" ratings.

The Legion listed "Heidi and Peter," "Sincerely Yours," "Tarantula" and "Texas Lady" in Class A, Section I (morally unobjectionable for general patronage), and placed "Hell's Horizon," "Return of Jack Slade" and "Wicked Wife" in Class A, Section II (morally unobjectionable for adults).

Placed in Class B were M-G-M's "Guys and Dolls," because of its "suggestive costuming, songs and sequences"; "The Tender Trap," because of its "suggestive situations and dialogue and light treatment" of marriage; "The View From Pompey's Head," because of "its light treatment of marriage."

David Marquis, 62

FORT PIERCE, Fla., Nov. 6.—David V. Marquis, 62, former owner of the Ernado Theatre, Bartow, Fla., died at his home here.

Allied Distributes Broadside

Charge Companies 'Nullified' Tax Reduction by Hiking Rental Terms

Special to THE DAILY

CHICAGO, Nov. 6.—A broadside charging that film companies have "nullified" the Federal admissions tax reduction will be distributed here tomorrow to delegates attending the Allied States convention.

The broadside, a six-page pamphlet, could, according to some sources, form a pivotal point of departure on the issue of whether Allied should support the proposed new campaign, seeking the total elimination of the admission tax. Prior to the convention's opening, sentiment of Allied leaders appeared divided on the issue.

The pamphlet, prepared by Allied, features the tabulation of film company earnings since 1953, a year prior to the reduction of the tax. Using the combined net earnings of eight film companies, the pamphlet put the total for the second quarter of 1953, when the tax was still on, at $4,304,000.

Quarterly Earnings Increased

"For the second quarter of 1954, when the tax relief had begun to manifest itself, their net earnings had jumped to $8,067,000, an increase of 87 per cent," the pamphlet continued. "And for the second quarter of 1955 their combined net income had mounted to $9,022,000."

Used in the compilation by Allied were the following companies: Columbia, Loew's, Paramount, 20th Century-Fox, Universal, Warner Brothers, Republic and Allied Artists. The authors of the pamphlet stated that United Artitsts and RKO Radio Pictures were left out of the compilation since both companies, being privately owned, do not issue full profit and loss statements.

The profits of individual companies were listed, purporting to show the rise of profits following the tax relief granted by Congress.

Pitch for Aid to EDC

In conclusion, it invited exhibitors to calculate the film rentals sought following the tax reduction to see whether the higher terms absorbed all or a substantial amount of the tax reduction. "A comparison in terms of percentages of the increase in your net earnings (if any) with the increase in the distributors' net earnings since April 1, 1954, should enable you to make up your mind whether to continue waiting upon the film companies, hat in hand, hoping for a handout, or actively to support Allied's aggressive (Emergency Defense Committee) program for a just and equitable division of the box office dollar as between the several segments of the industry," it added.

The pamphlet opened with a paragraph reviewing the tax fight, declaring "nowhere in the Congressional proceedings can be found any support for the idea that Congress intended that any substantial part of the relief granted should inure to the film companies."

Goldwyn, Jr., Plans Four by Early 1957

A program of four pictures by early 1957 was announced here at the weekend by Sam Goldwyn, Jr., who currently is touring the nation on behalf of "Man With the Gun," his first production for United Artists.

Goldwyn, Jr., said that his production company, Formosa Productions, would produce "Sharkfighters," in CinemaScope, "The Proud Rebel" and "The Dancing Detective" during 1956 and "Shore Leave" in early 1957. He said that his first CinemaScope production, "Sharkfighters," will also be a UA release.

The younger Goldwyn said that it was his aim to develop young people in his productions alongside of "name" actors.

Goldwyn, Jr., also reported that he currently is trying to sell a "pilot" television film, "The Unexplained," to that medium.

The independent producer attended the New Orleans premiere of "Man With the Gun" last week and will leave here today for Cleveland, Washington, Boston and Chicago, where he will make personal appearances in connection with regional openings of the film.

Melford and Dietz to Make Four for WB

BURBANK, Nov. 6.—Jack L. Warner, executive producer, today announced the closing of a production deal with Frank Melford and Jack Dietz providing for presentation by Warner Bros. of four major pictures to be filmed by their recently formed production company.

"Freighter," from the United States Steel Hour program, produced by The Theatre Guild from the teleplay by George Lothar, is the first of the pictures scheduled for filming under the newly concluded deal. Also definitely scheduled is "Blood on the River," an original by James Gunn and Hunt Stromberg, Jr.

Two more story properties will be announced for the program in the near future, Warner stated.

Mike Rosenberg Dies

HOLLYWOOD, Nov. 6. — Funeral services were held here today for Mike Rosenberg, 62, veteran exhibitor, who died Thursday night following a month's illness. Rosenberg had been part owner of the Pacific Drive-in Theatre Circuit in recent years. Brothers Lou and Jack, and two daughters, survive.

ANICA Goal

Monaco Urges A World-Wide Compo Plan

By ARGEO SANTUCCI

ROME, Oct. 31 (By Air Mail).—A hope for the establishment of a "cinema confederation," a type of world-wide Council of Motion Picture Organizations, was expressed here during a meeting of the Union of International Cinema Exhibitors by Dr. Eithel Monaco, president of ANICA, the Italian producers association.

Monaco, in his address, stated that "I am firmly convinced about the strict interdependency existing among the three branches of motion picture activity.

Points to UIEC

"Eventually motion picture entertainment as a whole and not the feature film is the conclusive goal of our activity, and in the creation of the film show the producer, distributor and exhibitor participate, even if under different circumstances, chances and risks. That is the reason that when, after the foundation of the International Federation of Producers, we saw that the UICE had been set up, both producers and distributors rejoiced. It is for the same reason that we encouraged the initiative for the constitution of an international organization of distributors."

Monaco said that in this way the day is not far off when "we can assist in the birth of a great and important cinema world confederation."

Compares It to COMPO

The Italian film official said that such a "COMPO" is necessary "because we still need that the social background of the film industry be recognized, as it is too often considered like a mere deluxe consumption; it is necessary if we want to reach an agreement and set up order in the confusion created by technical novelties."

Monaco said, in commenting on the Italian industry, that "it is presently in the settling stage" after the important financial and technical effort made in line with the great development of color and screen techniques.

Johnson to Rome For Negotiations

Griffith Johnson, Motion Picture Export Association vice-president, left here at the weekend for Rome to confer with the Italian government and film leaders on new legislative threats to impose taxes and restrictions on American films.

The threatened legislative restrictions include a cut in remittances and permits, in addition to a move to double the dubbing tax.

FOR CHRISTMAS AND THE NEW YE
HILARIOUS DEAN-AND-JERRY COM
FOR YOUR AUDIENCE, BIGGEST FO
BECAUSE:

IT'S
just about the most gorgeous girl-show since Ziegfeld...

IT'S
just about the laughing-est Martin and Lewis script ever...

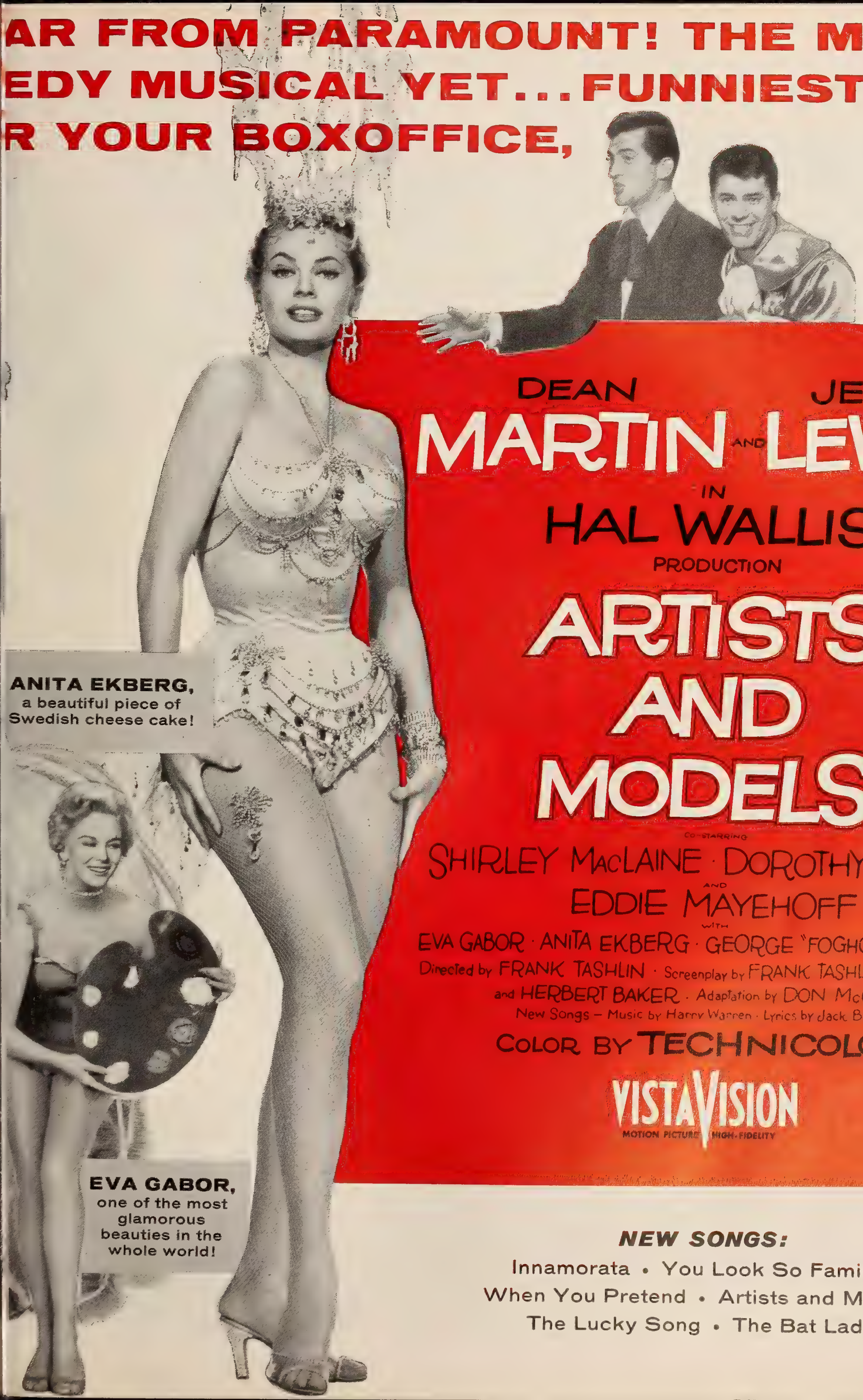
IT'S
the hit that spotlights the most luscious lovelies in Hollywood...

SHIRLEY MacLAINE, one look at her shape and you know she's got talent!

DOROTHY MALONE, another whammo performance from that "Battle Cry" girl!

IT'S
an art–the way Dean and Jerry act around those curvacious models!

AR FROM PARAMOUNT! THE MOST
EDY MUSICAL YET...FUNNIEST
R YOUR BOXOFFICE,



ANITA EKBERG,
a beautiful piece of
Swedish cheese cake!

EVA GABOR,
one of the most
glamorous
beauties in the
whole world!

DEAN MARTIN AND JERRY LEWIS
IN
HAL WALLIS' PRODUCTION

ARTISTS AND MODELS

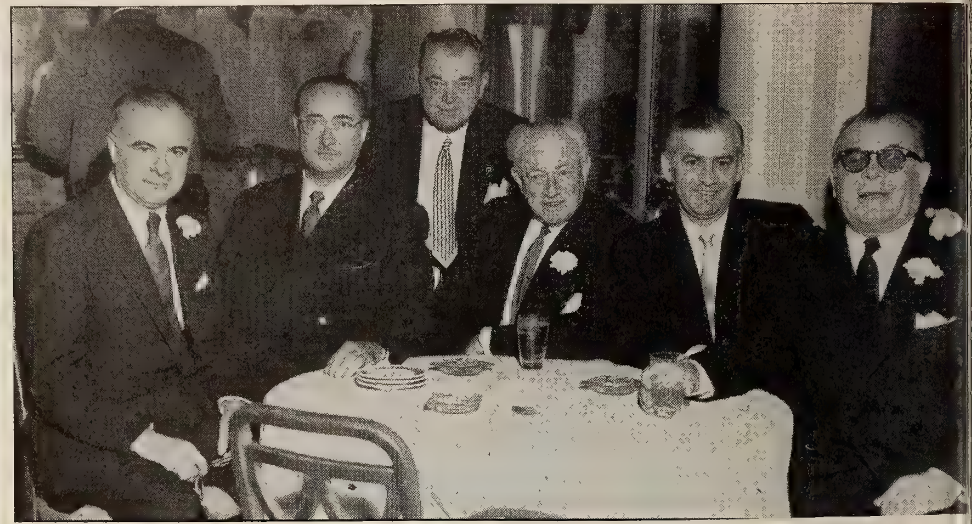
CO-STARRING
SHIRLEY MacLAINE · DOROTHY MALONE
AND
EDDIE MAYEHOFF
WITH
EVA GABOR · ANITA EKBERG · GEORGE "FOGHORN" WINSLOW
Directed by FRANK TASHLIN · Screenplay by FRANK TASHLIN, HAL KANTER
and HERBERT BAKER · Adaptation by DON McGUIRE
New Songs – Music by Harry Warren · Lyrics by Jack Brooks
COLOR BY TECHNICOLOR
VISTAVISION
MOTION PICTURE HIGH-FIDELITY

NEW SONGS:

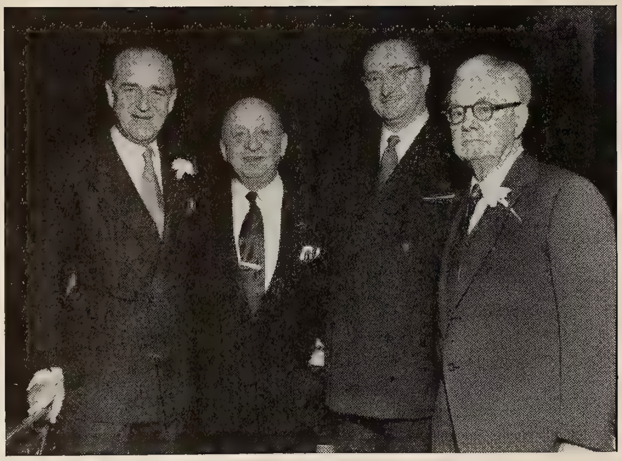
Innamorata • You Look So Familiar
When You Pretend • Artists and Models
The Lucky Song • The Bat Lady

At Annual Reunion of M. P. Pioneers

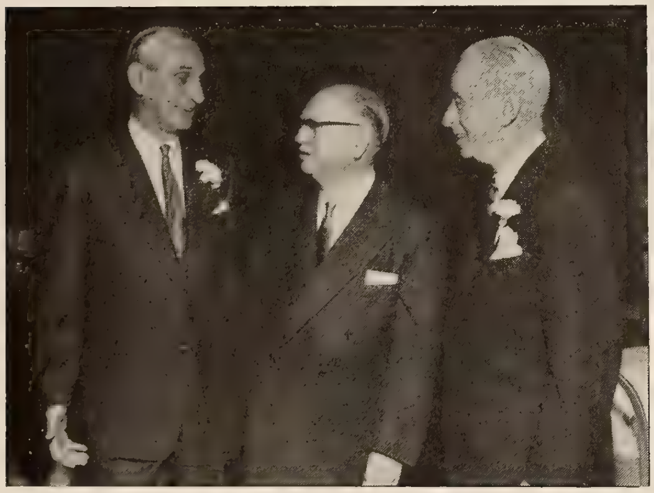
With the guest of honor. Ned Depinet (L.) and Martin Quigley greet Herman Robbins (center) just before the curtain went up on the 17th annual dinner of the industry's pioneers.



Above. Talking things ove L. to r.: Al Schwalberg, C. J Latta, Tom Connors, Bo O'Donnell, Sol Schwartz an George Skouras.



At left. A quartet of pioneer meet at the reception. In th usual order, Ned Depinet, M Silver, C. J. Latta and Ed Fay



Left. Max A. Cohen, William J. German and William F. Rodgers in congenial group.

At right. Barber Shop Quartet. E. V. Richards, Jr., Jack Cohn, John J. O'Connor and Harry Kalmine.

Below. When good fellows get together. Bob Benjamin Sam Dembow, Jr., E. V. Richards, Jr., Abe Montague and George Dembow.

A veteran sextet. (L. to r.) George Dembow, Eddie Dowling, Abe Montague, Paul Mooney, Msgr. Thomas F. Little and J. J. O'Leary gather at the reception which preceded the dinner. Msgr. Little, head of the National Legion of Decency, gave the invocation.

Photos by Morris Leftof

Mister Robbins

THE career of Herman Robbins — especially as envisioned by author Mort Sunshine and enacted by all-star cast at Pioneers Dinner.

AN EFFECTIVE narration of the career of Herman Robbins, Pioneer of the Year, with incidents illustrative of the character of the National Screen Service head, was a feature of the 17th annual Pioneers dinner Friday evening.

Written by Morton Sunshine, television's John Daly served as principal narrator, assisted by such "name" talent as Dane Clark, Alan Dale, Nina Foch, Rita Gam, Benny Goodman, Dennis James, Kitty Kallen, Stubby Kaye, Rosemary Kuhlman, Jack Palance, Betsy Palmer, Jack Russell, Dolores Wilson and the Goldwyn Girls. Music was supplied by Al Rickey and orchestra.

The script, titled "Mister Robbins," touched eventful periods in the NSS head's career from his boyhood on New York's lower East Side, through his years on the old Evening World as a protege of its city editor, Charles E. Chapin, and office associate of such fabled writers as Albert Payson Terhune, Irvin S. Cobb, Martin Greene, and Lincoln Schuster.

Joined Fox

It traced his first association with William Fox's Box Office Attractions Co. through a connection with Winfield Sheehan, also an alumnus of the World, and who later was responsible for Robbins leaving Fox after he had become general sales manager of the company and a successful executive. It was at this point that, through a chance encounter with Ed Fay, veteran New England exhibitor, that Robbins was made aware of an opening with National Screen Service, a struggling company at the time.

The deal Robbins made required him to keep an average of 1,200 accounts on the books but provided for a participation and allowed him three years in which to meet various contract terms. Robbins did it in two.

He is credited with having put showmanship into trailers, which were haphazard substitutes for slides at the time, and exhibitors who went along with him soon found that instead of giving him a break, they were helping themselves by increasing their business.

He advanced to head of the company and today NSS has 28 exchanges and three depots around the country. It handles an average of 632,000 units, consisting of accessory items and trailers weekly.

Tributes to members of Robbins' family, Mrs. "Frankie" Robbins and the twin sons, Burton and Norman, and Allen, to his love of good music, his fabulous hospitality and energy, were abundant in other parts of the script.

The personal tribute to the man concluded with these words:

"True, he may rock the boat but Mister Robbins is a steady pilot. Here is a man whose word is his bond. Once given, you can count on him despite the consequences. He is dependable and when he takes on an assignment, he carries through and constantly strives for perfection.

"Herman Robbins has been a constructive industry force, providing leadership and statesmanship in the continuing progress of the motion picture medium.

Served Charity

"He has served countless charities of various denominations and leanings with great distinction and without publicity. Despite this, it is common knowledge and there is no need for us to recite a long list of charities which have been the beneficiaries of his deeds and contributions.

"In like measure, he has served the industry and the nation, and with the help of his organization, performed a tremendous job in behalf of the war effort which could not otherwise be accomplished. These efforts have been continued to the present day and will continue into the future.

"This, then, is Mister Robbins—his industry stature increases with the years. He has earned our respect and admiration. He is most worthy of the designation, 'pioneer of the year'.

"He is not the type to retire—he is too active both mentally and physically. We expect Mister Robbins to keep on rollin' along."

Text of Pioneers' Plaque

"The Motion Picture Pioneers, Inc. bestows its highest honor, 'Pioneer of the Year,' on a great showman, Herman Robbins, for a distinguished lifetime of service to the motion picture industry; for his outstanding contributions to the promotion and growth of the motion picture medium; for his leadership, inspiration and industry counsel in the performance of public service, and for his dedication and achievement in behalf of all patriotic and humanitarian causes."

Awarding 1955 Pioneer Plaque . . .

The Pioneer of the Year plaque presented to Herman Robbins (right), chairman of the board of National Screen Service, by Jack Cohn (center), president of the M. P. Pioneers, and Ned E. Depinet, 1955 Dinner chairman, at the Waldorf-Astoria Hotel here Friday evening.

Pioneers Dinner

(*Continued from page* 1)

old Fox Film Corp. for a number of years, serving as its general sales manager for some time, was the subject of a series of tableaus depicting highlights of his career and episodes illustrative of his character. The presentation, excerpts from which are published in adjoining columns, was written by Morton Sunshine of the Independent Theatre Owners Association of New York and "The Independent," and was enacted by a star cast of personalities from screen, stage and television.

Another feature of the evening was the induction of a class of approximately 50 candidates as new members of the Pioneers. Former Judge Ferdinand Pecora conducted the impressive induction ceremonies for the candidates, each of whom had attained 25 years of association with the industry. The names of the class members are published elsewhere in this issue.

Pioneers' Origin

Of the beginning and the serious purpose of the Pioneers, Robbins had the following to say in part:

"The Pioneers came into being 17 years ago and its founder was and is our president, Jack Cohn. It came into being through tragic circumstances, rather than happy ones. In the six months prior to our first reunion, there had been three deaths of men who had grown up together in our industry and at these three funerals were many of the same faces, come together to pay their last respects. And as a few of us were riding back together to our offices, Jack Cohn said:

"'Why must we meet *only* on sad occasions? Why shouldn't we get together once in a while on a happy occasion?' And so the idea for a get-together spread contagiously. And this was our beginning, our first reunion for those who had been identified with our industry in one division or another for at least 25 years.

"In succeeding annual reunions, there developed the thought that this happy evening for Pioneers should have some purpose for good—aside and beyond our evening of sociability and reunion. And again—under the leadership of Jack Cohn, the Pioneer Foundation was formed.

"The Pioneer Foundation tries—and I say *tries* advisedly—(it being merely a matter of funds) to help some of the Pioneers who are not as fortunate as others—who have met with reverses

(*Continued on page* 10)

Members of 1955 Dinner Committee

With Ned E. Depinet as chairman, the Pioneers 1955 Dinner committee consisted of: J. W. Alicoate, Richard W. Altschuler, Robert Benjamin, Harry Brandt, Walter Branson, George Dembow, Sam Dembow, Jr., Jay Emanuel, Alan Freedman, W. C. Gehring, W. J. German, Abel Green, Edward L. Hyman, Ben Kalmenson, Harry Kalmine, Marvin Kirsch, Mrs. Charles E. Lewis, Edward Morey, John J. O'Connor, Eugene Picker.

Also, Martin Quigley, Charles M. Reagan, Phil Reisman, Elmer Rhoden, Sam Rinzler, Samuel Rosen, Sol Schwartz, Ben Shlyen, George Skouras, Mort Sunshine, Harry J. Takiff, Joseph Vogel, Mo Wax and George Weltner.

Hal Danson, advertising-publicity director of National Screen Service, was in charge of publicity for the dinner.

Pioneers

(*Continued from page* 9)

—with sickness—who need medication—hospitalization—who need financial aid to augment their meager funds that have been drained through sickness and unemployment. It is to the credit of our producing and distributing companies and of our theatre circuits, large and small, that they take care of their own employees generously in these matters.

Many Unfortunate

"But there are many Pioneers who have been out of such employment for many years, and others who have been in business for themselves and have met with reverses. These are the ones we try to help to the best of our financial ability. You can well understand that this must be handled in a delicate manner. There can be no publicizing of names or general knowledge of who is being helped. In all of the cases, your Pioneer Committee, all unsung heroes, devote unselfishly much of their time investigating delicately and sympathetically the background and situation that merits assistance from the Foundation.

Invites Contributions

"And so when you return to your desks on Monday, and if your conscience nudges you and you feel you should help the Foundation help unfortunate Pioneers, send a check, won't you?"

Dais guests included: Charles Alicoate, Richard Altschuler, Barney Balaban, Robert Benjamin, Harry Brandt, Max A. Cohen, Jack Cohn, George Dembow, Sam Dembow, Jr., Ned E. Depinet, Jay Emanuel, Gus Eyssell, Ed Fay, Charles Feldman, Frank Folsom, William German, Leonard Goldenson, Abel Green, Harry Kalmine, Arthur Krim, Msgr., Thomas F. Little, W. C. Gehring.

Also: Arthur Mayer, Don Mersereau, Abe Montague, John J. O'Connor, R. J. O'Donnell, Ferdinand Pecora, Sam Pinanski, Martin Quigley, Charles M. Reagan, E. V. Richards, Jr., Sam Rinzler, Herman Robbins, William F. Rodgers, A. W. Schwalberg, Sol Schwartz, Gradwell Sears, Spyros P. Skouras, Joseph Vogel, Herbert Greenblatt and George Skouras.

Robbins Is Ninth to Get Pioneers Honor

Herman Robbins, National Screen Service board chairman, who was honored last Friday night by the Motion Picture Pioneers at their annual dinner at the Waldorf-Astoria Hotel here, was the ninth so acclaimed.

Earlier recipients of the designation, in order, were: Adolph Zukor, 1947; Gus Eyssell, 1948; Cecil B. DeMille, 1949; Spyros P. Skouras, 1950; Harry, Jack and Major Albert Warner, jointly, 1951; Nate J. Blumberg, 1952; Barney Balaban, 1953, and Si H. Fabian last year.

52 Veterans of 25 or More Years in Industry Inducted into M. P. Pioneers in 17th Class

A class of 52 veterans of at least 25 years in the industry was inducted into membership in the Motion Picture Pioneers at the 17th annual dinner of the organization last Friday night at the Waldorf-Astoria Hotel here. Members of the class were:

Irving C. Ackerman, Frank Angotti, George Barnett, Paul Behrke, Joel Bezahler, Bernard Birnbaum, Louis L. Brown, Ephraim Charninsky, William H. Clark, Irving Dashkin, Norman W. Elson, William J. Gerrity, Melvin L. Gold, Monroe R. Goodman, S. Goodman, Herbert Greenblatt, Louis E. Hanna, Milton Harris, Louis L. Hess, Leo Jaffe, George M. Josephs.

Also: John Kane, Milton Klein, Louis L. Klotz, Sidney Kramer, Edward Levene, Arthur Levy, Perry Lieber, J. S. Mednikow, John E. Michon, John F. Murphy, Harvey B. Newins, Daniel T. O'Shea, Eugene Pleshette, M. Mickey Schwarz, Morris Seider, C. O. Slenker, Dan J. Smolen, Sol Spiller, George R. Taylor, Edward L. Walton, John E. Williamson, Claude Ezell, Herman J. Golden, Daniel McLean, Frank Meyer, George Orth, Joseph S. Salzburg, Gordon E. Youngman, Frank Kassler, Herbert Richek and Fred Ballmeyer.

FJP Charities Dinner Set for Dec. 7 Here

A combined advertising, publishing and radio-TV dinner in behalf of the Federation of Jewish Philanthropies has been set for Dec. 7, it was announced by Louis G. Cowan, Columbia Broadcasting System; Monroe W. Greenthal, of the Monroe Greenthal Co.; Ned Pines, of Pines Publications, and Emanuel Sacks, RCA-National Broadcasting Co. The affair is scheduled for the Wadorf-Astoria.

This is the first occasion that the radio-TV industry has joined forces with the advertising and publishing fields in their annual Federation effort.

Proceeds of the annual Federation campaign are used to support a network of 116 hospitals and social service agencies serving more than 620,000 men, women and children of all races and creeds.

4-City Texas Debut For 'Texas Lady'

Utilizing press, television and radio outlets in Texas, a search for a "true Texas lady" will be carried on as the key promotion for the four-city Texas premiere of "Texas Lady," it was announced Friday by Walter Branson, RKO's vice-president in charge of distribution. The production will debut Dec. 1 at the Majestic Theatre, Dallas; the Aztec, San Antonio, and the Majestic, Houston. On Dec. 2 the RKO release will open at the Worth Theatre, Ft. Worth, Branson said.

Warner Shorts Drive Honors Gus Solomon

The Warner Bros. short subjects sales drive in the New York area will be held as a tribute to sales representative Gus Solomon, according to Ernest Sands, the company's New York branch manager. Campaign material on the drive, which will take place the week of Dec. 4 through 10, has already been distributed to exhibitors and calls attention to "Gus Solomon's 25th Anniversary."

Hoyt's

(*Continued from page* 1)

with the British production scene and had an insight in the American market through his many American friends, warned that British producers would be commiting hari-kari if they tried to compete with Hollywood. Instead, he advised, they should produce pictures indigenous to Britain with "good universal English" spoken. He cited such pictures as "Doctor in the House," "Captain's Paradise" and "Richard III" as examples.

As to penetrating the market with such product, Turnbull felt that small houses should be utilized as a "spearhead" for later more widespread distribution. Turnbull said he used such a method in Australia, with marked success. He further suggested that British producers use a qualified American advisor as a counsellor on what films not to send to the American market. He volunteered his belief that the American public was not prejudiced against British product, citing the popularity of some British product on TV.

Business Good Down Under

Regarding Australia, Turnbull, who also heads the 20th Century-Fox distribution organization in that country, said that the industry was enjoying very good business there. He expects a record year for Hoyts this year.

With the wool market good, the country was described as prosperous. As to TV, which bows there next year, Turnbull saw some ill-effects at the box-office which, he said, would be off-set by the popularity of CinemaScope. Hoyts, he went on, has an interest in a projected TV station in Melbourne.

Asked about production in Australia, he said that 20th-Fox, in association with Sir Alexander Korda, was producing "Smiley" there.

Chapman Gets Citation

DUBLIN, Nov. 6.—Everett Chapman, associate barker of the Variety Club of Ireland, was presented with a citation for his work while stationed in Bonn, Germany, between 1949 and 1952. Chapman is presently U. S. Public Affairs Officer in Ireland.

Cohn Pact Extension Before Columbia's 'Holders on Nov. 28

Stockholders of Columbia Pictures, who will meet here on Nov. 28, will vote on proposals to extend the employment contract of executive vice-president Jack Cohn and the issuance of stock options to vice-president Leo Jaffe and sales executive Rube Jackter, according to the company's proxy statement.

Also on the agenda of the annual meeting is the election of nine directors, the election of accountants and auditors and the transaction of other business which may come before the meeting.

Would Extend Through 1958

Columbia announced that it wished to extend the employment contract of Cohn until Dec. 31, 1958, with the weekly compensation of $2,500 and expense allowance of $300 clauses to remain intact. Under the agreement, Cohn, if he so desires, is to notify the corporation if he wishes to reduce the amount of time devoted to his duties at any time on or after Dec. 31, 1956. If he does so, Cohn's service would then be in an advisory capacity and his remuneration would be reduced by one half.

The corporation also wishes to allow Jaffe to purchase 2,625 shares of its common stock at $25.11 per share with Jaffe exercising his option by Sept. 27, 1961, the proxy statement reports. The company's stockholders are also asked to approve and ratify the issuance to Jackter of a stock option for 2,625 shares of Columbia common stock at $25.11 per share, with such option being exercised by April 1, 1962.

Briskin to Selznick

(*Continued from page* 1)

all business matters, engagements and physical production of the Selznick Co., which recently completed a deal with RKO Radio Pictures for the financing and distribution of a series of motion pictures.

Briskin will also be in charge in the executive general management of the company, with Frank I. Davis, Jr., president, and Earl R. Beaman, vice-president and treasurer.

Blank to Address Mo.-Ill. Exhibitors

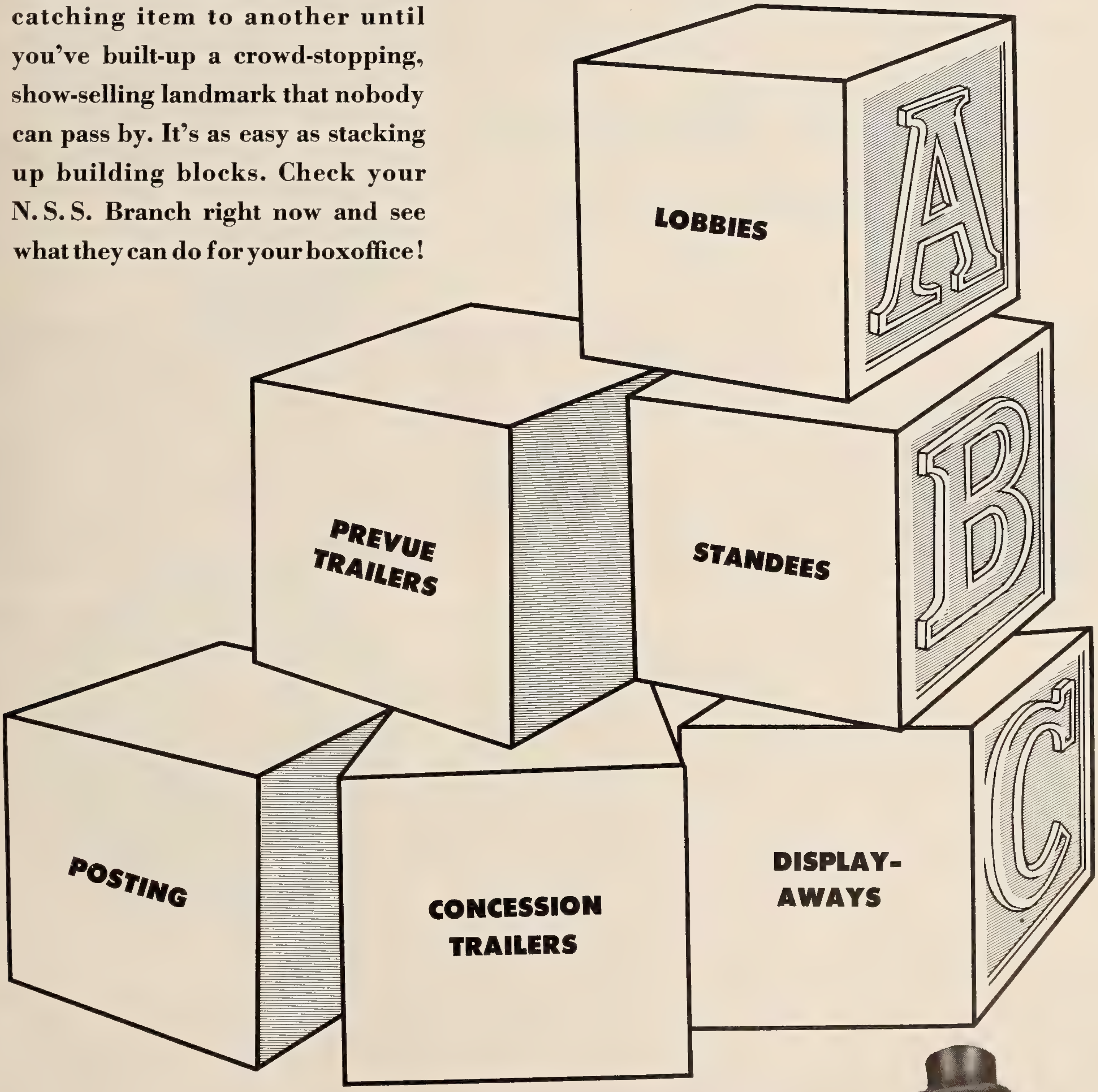
ST. LOUIS, Nov. 6.—A report on the international situation confronting production and exhibition will be rendered by Myron N. Blank, president of Theatre Owners of America, at the annual convention of the Missouri-Illinois Theatre Owners association which will be held here at the Hotel Chase on Nov. 21-22.

The officers and directors of the Midwest exhibitor group have announced that the theme of the annual conclave is "Do It Yourself."

Hollywood personalities are expected to attend the meeting, which will close with the crowning of "Miss Film Row of 1955."

SIMPLE AS ABC...

Showmanship isn't complicated the N. S. S. way. You just add one eye-catching item to another until you've built-up a crowd-stopping, show-selling landmark that nobody can pass by. It's as easy as stacking up building blocks. Check your N. S. S. Branch right now and see what they can do for your boxoffice!


A
LOBBIES
PREVUE TRAILERS
B
STANDEES
C
POSTING
CONCESSION TRAILERS
DISPLAY-AWAYS

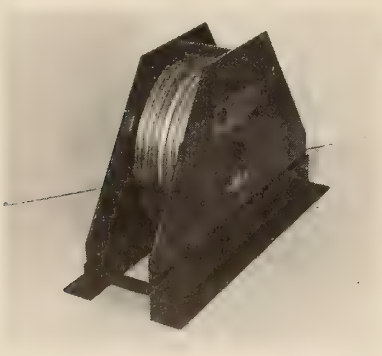
NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

GO SHOWMANSHIP DURING THE "GEO. F. DEMBOW SALES TRIBUTE", SEPT. 5-DEC. 15

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

"DUO-DELLAY" is the name of a new carpet and upholstery liquid cleaner from the Artloom Carpet Company, Inc., Philadelphia. It contains DuPont's soil-resistant silica, "Ludox," in addition to colorless, fluorescent dyes designed to revitalize fabric colors. Described as odorless, colorless, non-toxic and non-flammable, the product is applied (in a mixture of one-part cleaner to three parts water) to rugs with either a regular scrub brush or a rotary scrubbing machine. Its "anti-soil" treatment is said to last for six months or longer.



A complete line of stage hardware, rigging, curtains, counter-weight systems and all-steel tracks are available from Hubert Mitchell Industries, Hartselle, Ala. The channel is made in one continuous piece from 14 gauge steel. There is a specially designed slot in the bottom for movement of carriers. Each single carrier has two large rubber wheels for quick, smooth operation. The manual operating line is spot cord. Pictured is an overhead type headblock in the company's line.

•

Fittings for drive-in theatre in-car heater installations have been marketed by the Killark Electric Manufacturing Company of St. Louis, Mo. Both single and two-gang boxes are available with 2-inch pipe straps and a clamping arrangement designed to make it easy to mount quickly to existing posts. Cast junction boxes are aluminum.

•

Apco, Inc., Chicago, has announced expansion of its line of "Junior SodaShoppe" automatic cup drink dispensers. New models have a capacity of 800 cups (as compared with 1,000 for older models) and are offered at a lower price. Machines in the line include those for dispensing one, three or four drinks with variations for both "still" and carbonated flavors.

Automatic Admission Control System for Drive-Ins by RCA

Special to THE DAILY

CHICAGO, Nov. 6.—An automatic, ticketless admission control system for drive-in theatres, which is said to safeguard receipts, speed admissions and provide a continuously totaling record of incoming cars and patrons, has been added to the line of theatre equipment distributed by the Radio Corp. of America, it was announced today by J. F. O'Brien, manager of RCA theatre and industrial equipment department.

The admission system is a feature of the RCA display of theatre products and equipment at the annual show and convention of the Theatre Equipment Supply Manufacturers Association, which will open here tomorrow at the Morrison Hotel. The trade show will continue through Wednesday.

The automatic admission control, developed by Taller and Cooper, Inc., is patterned after mechanized toll-collection systems designed by that organization for many of the nation's major bridges and turnpikes, according to Benjamin Cooper, president of the Brooklyn, N. Y., engineering firm.

The drive-in system, he explained, combines all admission and receipt-recording procedures in a single operation which is controlled automatically by a single attendant in each of the theatre's entrance booths. The system makes possible an appreciable reduction in operating cost, simplifies bookkeeping and accounting, and affords approved data for maintenance of prescribed records for Federal tax purposes, O'Brien said.

The automatic admission control system, O'Brien explained, is built around a compact dial-control unit which is housed in each of the drive-in's entrance booths. As each incoming car stops at a boxoffice, the attendant dials the number of people in the car. The number of patrons is immediately flashed on a large, illuminated indicator board mounted atop the boxoffice and visible to management personnel throughout the theatre.

Filmack Gifts for Conclave Delegates

CHICAGO, Nov. 6. – Filmack Trailers has donated souvenirs to the Allied States - TESMA - TEDA - IPA convention here this week which will be presented to every woman registrant at the convention, as door prizes for convention luncheons for ladies and as prizes to convention delegates who are first to arrive at business sessions.

'Guys and Dolls' Receives High Praise From N. Y. Film Critics

The film critics of the New York newspapers were unanimous in their praise of Samuel Goldwyn's CinemaScope production of "Guys and Dolls," which opened at the Capitol Theatre here on Friday.

Bosley Crowther, in the "Times" used terminology associated with the racing turf in stating that "any smart horsey player will tell you that an odds-on favorite is tricky, but the gamble this time has paid off as the film romped across the finish line in front, where it rightly belongs."

He pointed out that there were a couple of turns where "it does hit a little heavy footing, which causes it to miss its rhythmic stride. But it straightens out in the home stretch and finishes going away. This makes quite a beautiful thing to look at in color on a wide screen."

William K. Zinsser's notice in the "Herald Tribune" labeled the motion picture "a superior musical." He said that "the film retains the purity of the Broadway musical which has kept most of the funny lines and added some of its own. 'Guys and Dolls' will be one of the most popular movies ever made."

Justin Gilbert in the "Daily Mirror" said that "the musical is at its very best when it is brassy rather than downright dramatic."

Kate Cameron in the "News" wrote that "Sam Goldwyn shot dice with five and a half million dollars at stake and won his point. His film is a rollicking, boisterous, gay, funny, tuneful entertainment that'll double his outlay, and then some, before the picture has run its course. The production is an elaborate and beautifully staged film show."

Archer Winsten's summation of the film in the "Post" stated that Goldwyn's production was "overproduced." He pointed out that "Guys and Dolls" lacked "some of the brassy authenticity of the original, but is satisfactory as one of the top musicals of the year. It reaches this eminence because it hits on every one of its several cylinders, comedy, romance, music, dancing, plot and local color."

Rose Pelswick's opinion of the film was summed up in the head of her feature review: "Everything In Big Hit. Top Flight Actors, Sparkling Numbers, Rich Color, All There." The "Journal American" critic commenced her notice by stating that "Spectacular is the word for Samuel Goldwyn's production. It's a big, lavish, and lilting song-and-dance show, that's loaded with entertainment."

Alton Cook in the "World-Telegram and Sun" stated that the picture "Makes Broadway Merry! Visitors to the Capitol are likely to consider themselves lucky people, rewarded by one of our times' merriest musicals put into delightful movie form."

TESMA-TEDA

Convention Program

MONDAY (Nov. 7):

9:30 a.m.—Tesma business meeting (breakfast). Members only.
9:30 a.m.—Teda business meeting (breakfast). Members only.
10:00 a.m.—Trade Show opens.
3:00 p.m.—Teda board meeting.
7:30 p.m.—Teda-Tesma party, Embassy, Cotillion Room.

TUESDAY (Nov. 8th):

10:00 a.m.—Exhibits open.
12:00 Noon — Allied - Teda - Tesma luncheon, Terrace Casino
1:30 p.m.—Theatre Equipment Forum, Terrace Casino.

WEDNESDAY (Nov. 9):

10:00 p.m.—Tesma board meeting.
6:30 p.m.—Cocktail reception, Monte Carlo Lounge. Hosts, National Carbon Company.

International Popcorn Assn.

The Monday sessions will be devoted principally to merchandising methods and automatic vendors in indoor theatres.

Tuesday's meetings will be devoted primarily to the drive-in theatre and its problems.

Topics covering both indoor and outdoor operations will continue on Wednesday.

Liebeskind Named to Mexfilms Sales Post

The appointment of Nat Liebeskind as Eastern sales manager of Mexfilms, Inc., newly established distributing organization of Mexican pictures was announced by Sam Seidelman.

Mexfilms has lined up producers, directors and stars, and for the present is offering a list of 60 pictures, 46 of which are completed.

Liebeskind, a veteran of the industry, spent 23 years in Latin-America, during which he opened up offices for several of the major American companies and later operated his own theatres there. He will make his headquarters in New York.

Robbins on Tour

After attending the Allied States Convention in Chicago beginning today, Burton Robbins, vice-president in charge of sales for National Screen Service, will tour the Midwest branches of NSS on behalf of the George F. Dembow sales tribute. He will visit Chicago, Milwaukee, Minneapolis, Des Moines, Kansas City, St. Louis and Indianapolis.

New Col. Exchange

DALLAS, Nov. 6.—Columbia Pictures has opened its new exchange offices here.

NEW LENS!

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Bausch & Lomb

CINEMASCOPE

35mm Projection Lens

for use with $2\frac{25}{32}''$ diameter prime lens

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$240.00

per lens, or $480.00 per pair

Now! Bausch & Lomb brings CinemaScope within the reach of *every* theatre . . . even to the smallest size and budget! This new lens, too, is made to B&L standards of optical quality. It projects clear, sharp CinemaScope images . . . a fitting companion to the B&L CinemaScope Lens that set the standard for the industry. Lens cost is no longer an obstacle to your CinemaScope installation . . . so ACT TODAY! (Prices on the complete line of B&L standard CinemaScope Lenses remain unchanged.)

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Academy Honorary Award for optical service to the industry

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Vital Issues

(*Continued from page* 1)

prime importance, the recommendations of the Emergency Defense Committee. The EDC met here on Friday and prepared its report and the guessing already has started as to what the group, headed by North Central Allied's Benny Berger, will propose to the board.

The general opinion is that EDC will strongly urge the Allied board to remove any barrier that might hold back a move to call in the government in the matter of regulating film terms. The chances for some sort of a compromise look slim at the moment, according to some sources.

Allied's attitude toward intra-industry relations, including its joint conferences with representatives of Theatre Owners of America, is expected to be revealed tomorrow by president Ruben Shor in his keynote address to the convention.

Much Interest in Clinics

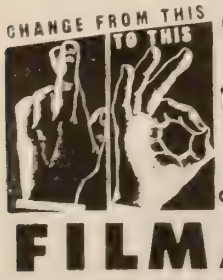
The film clinics at this convention are expected to receive more than ordinary attention. Allied's concern over alleged increasing film costs is slated to be crystallized at the concluding session on Wednesday which will be devoted to film problems. The reports on the clinics will be received and discussed at this wind-up parley and it has been stressed that all appropriate recommendations by the clinics will be acted upon by the full membership.

The Allied leaders have given assurance that every issue will be "squarely met" and every exhibitor "with something important or interesting to say" will be heard at this open forum.

Two Prime Issues

There appears to be high interest in two particular issues: namely, arbitration and the Council of Motion Picture Organizations. The latest draft is said not to have been submitted formally to Allied for approval, but some action is expected to be taken officially on it. A hands-off policy has been maintained by the association because of the drafts failure to include the arbitration of film rentals and because of the elimination of a clearance definition, as well as its acceptance of two pre-releases per company per year.

Renewal of membership in COMPO may run into some snags. At least two regional units have gone on record stating that continuation of support would depend on certain guarantees. This may become a national policy.



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ALLIED STATES ASSOCIATION

CONVENTION PROGRAM

Morrison Hotel, Chicago

MONDAY, NOVEMBER 7

10:00 A.M.	**Board of Directors Meeting—Suite 605.**
2:00 P.M.	**Opening Convention Session—Terrace Casino—Lower Level. Call to Order and Welcome By: Jack Kirsch, general convention chairman. Invocation: Dr. Louis L. Mann, Sinai Congregation, Chicago. Keynote: Ruben Shor, Allied president. Permanent Chairman: Ruben Shor. Business Session: Arbitration—Abram F. Myers, Allied States general counsel. Circuit Expansion—Nathan Yamins, past national Allied president. Pay-TV—Trueman T. Rembusch, co-chairman, Committee Against Pay-TV. New CinemaScope Dimensions—Spyros Skouras, president of 20th Century-Fox.**
5:30 P.M.	**Demonstration of 20th Century-Fox's 55mm. CinemaScope process, Oriental Theatre.**

TUESDAY, NOVEMBER 8

9:30 A.M.	**Film Clinics—Coordinator: Sig J. Goldberg. 1. Small Towns (3500 or less)—Chairman: Leo F. Wolcott. Parlor F, 2nd Floor. 2. Large Towns (up to 20,000—Chairman: Joe Finneran. Parlor G, 2nd Floor. 3. Cities (20,000 to 100,000)—Chairman: Irving Dollinger. Walnut Room, 2nd Floor. 4. Key Neighborhood and Sub Runs—Chairman: Milton Yasenoff. Venetian Room, 2nd Floor. 5. Outdoor Theatres—Chairman: Julius Gordon. Hollywood Room, Mezzanine Floor. 6. Circuit Buying and Bidding—Chairman: Sidney E. Samuelson. Rooms 427-29-32.**
12:00 Noon	**Luncheon for registered delegates combined with TESMA-TEDA (Terrace Casino—Lower Level).**
1:30 P.M.	**Equipment Showmanship Clinic.**
3:00 P.M.	**L. W. Davee, Century Projector Corp., Moderator (Terrace Casino—Lower Level).**
3:00 P.M.	**Open Forum (Terrace Casino).** **Admission Taxes — Colonel H. A. Cole, Past National Allied President.** **COMPO—Wilbur Snaper, National Allied's Representative, COMPO Triumvirate.**
8:00 P.M.	**A night at the "Chez Paree" — Sponsored by: Pepsi-Cola Company.**

WEDNESDAY, NOVEMBER 9

9:00 A.M.	**Early Bird Breakfast—Terrace Casino—Lower Level — Sponsored by: Highlander-Central Ice Cream Co.**
9:30 A.M.	**Concessions Clinic — Terrace Casino — Lower Level.**
12:00 Noon	**Bert Nathan, President of IPA, Moderator—Lee Koken, Director of Concessions, RKO Theatres, Co-Moderator.**
12:30 P.M.	**Luncheon for Registered Delegates — Terrace Casino—Lower Level.**
1:30 P.M.	**Open Forum and Closing Business Session—Terrace Casino—Lower Level.** **Reports from Film Clinics — Sig J. Goldberg, Co-ordinator.** **Film Selling Policies & Practices—Benj. Berger, Chairman.**
6:30 P.M.	**Cocktail Reception—Monte Carlo Lounge.**
7:30 P.M.	**Sponsored by: National Carbon Co.**
8:00 P.M.	**Motion Picture Industry Banquet — Terrace Casino—Lower Level—Your Host: The Coca-Cola Co.**

Rembusch

(*Continued from page* 1)

vocates of toll-TV "have been either gross misrepresentations or out-and-out lies."

Rembusch also appealed to the Allied directors and the national exhibitors organization's membership for contributions to a "war chest" as "the fight may well last for several years and your committee will need funds to carry on the fight. I can assure you that the money will be spent frugally and wisely. We are paying our own personal expenses and our work will be done entirely on a volunteer basis."

Titled 'The Big Steal'

The Allied States leader, in his report entitled "The Big Steal," continued by stating that "now is the time to expose the motive behind the Pay-TV boosters for the proponents of 'Pays' would have us believe that they are purely altruistic in their interest of 'Pays' using the free air waves; that their interest lies solely in improving television programming. However, a bit of simple arithmetic reveals the terrific amount of money that would accrue to the proponents should they succeed in their air waves grab.

"Contemplate 36,000,000 sets equipped with decoders at $100 per decoder; the bill the American people would pick up for this one item alone would amount to over three and a half billion dollars. Assuming a 15 per cent profit on sale of decoders by the manufacturers, it adds up to a nice tidy $550,000,000 profit for the self-professed altruistic supporters." Rembusch pointed out that the varied supporters of toll-TV have slipped up in revealing that "it is the almighty dollar that they are interested in, not the American public's stake in free television programming."

Starr Answers Proponents

The committee co-chairman, Alfred Starr of Theatre Owners of America being the other titular head of the opposition force, also discussed the arguments in favor of subscription television presented by Zenith Radio Corp., Telemeter, Skiatron and also discussed the Jerrold Electronics' position on the issue.

Rembusch said: "As an amateur radio operator for many years who has had the use of the free air waves, I have welcomed the opportunity to serve on the committee. The proponents of 'Pays' attempt to secure the use of the free air waves for transmission purposes has always gone against my grain. It has gone against my grain for I have a deep-rooted conviction that the air waves, like other American freedoms, must remain free if we are to preserve our form of government.

Called Un-American

"Pays-TV, if it secured use of the free air waves would be the first step toward complete control of the country's communications and set the stage for the uprooting of our American form of government."

NATIONAL Carbons mean business:

TRADE-MARK

■ Every element of exhibitor promotion contributes its share to the comfort and entertainment of your patrons. By far the most important of these elements is the *quality of the picture on your screen.*

That picture is *light,* and it's National Carbon's business to see that you get the *most* light possible at the *least* possible cost. It's bound to make a difference to your patrons — and *that* means business, too.

Be sure that *your* lamps are trimmed from the present line of "National" carbons. They're the finest ever made.

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PEOPLE

Dr. Douglas H. Ewing, Charles P. Baxter and **James M. Toney** have been elected vice-presidents of Radio Corp. of America.

◆

J. W. English, one of the oldest exhibitors in the state of Florida, has opened his new 1,200-seat Palm Theatre in Homestead, Fla.

◆

C. A. Dandelake has sold his Colonial, Majestic and Tar Theatres in Tarboro, N. C., to **Glenn Davis** of Tampa, Fla. Dandelake, former president of the Theatre Owners of North and South Carolina, recently moved to California.

◆

Roy Nicaud, former branch manager of Howco Films in Atlanta, has been named Southeastern sales manager for Distributors Corp. of America.

◆

Edward Harrison has acquired United States distribution rights to "Goya," a 20-minute film on the life of the Spanish painter. The picture will open today with the debut of "Umberto D" at the Guild Theatre here.

◆

W. E. (Bill) Rochelle, former co-owner and manager of the Capitol Theatre in Linden, Tenn., has joined the staff of Crescent Amusement Co. to assist in advertising and promotion.

◆

Peter Swater has been appointed manager of the Orpheum Theatre, San Francisco, the home of Cinerama. He formerly managed the Cinerama houses in Buffalo and Dallas. **Jackson Miller,** his predecessor, has gone into another business in Los Angeles.

Sept. TV Set Sales Were 2nd Highest

From THE DAILY Bureau

Television Today..

WASHINGTON, Nov. 6. – Television set output during September totaled 939,515 sets, the Radio-Electronics-Television Manufacturers Association reported.

This was the second highest monthly figure on record, exceeded only by the 947,796 sets produced in September, 1954. RETMA said output of TV sets from January through September totaled 5,760,506 sets, more than 1,000,000 above the 4,733,315 sets produced in the like 1954 period.

RETMA also announced that at a meeting of the board of directors in Chicago on Friday Nov. 18, it will discuss plans for an industry drive next year to get Congress to ease the taxation of TV sets

Asides & Interludes

—by Al Steen

Chicago, Nov. 6.

ALLIED States Association is holding its annual convention here this week and there is barely a handful of its torch-bearers still around who attended the organization's first conclave in the Windy City. When was it? Well, it ran from Feb. 10 to Feb. 12, 1931. That was almost 25 years ago. Although it was a baby association, it had out-grown its diapers and was inclined to take a bat and beat the daylights out of its parents—the Motion Picture Theatre Owners of America, from which it had been born. In the opinion of the MPTOA boys, Allied was a juvenile delinquent.

* * *

Of the top echelon who rated their pictures in the MOTION PICTURE DAILY's issue of Feb. 10, 1931, only three are still active in the affairs of the association. They are Abram F. Myers, who also had the title of president as well as general counsel; Col. H. A. Cole, the Texas terrier, and Nathan Yamins, the Massachusetts mauler. Sprinkled through the registration list were others who have helped to give headaches to the distributors, too, such as Sid Samuelson and Benny Berger. A prominent name, also, was Ray Moon, now a Universal sales executive, who, when with his old buddies, probably has a race to see who gives out with a headache first.

* * *

Well, what were the issues of the day, 'way back there a quarter of a century ago? A three-column headline in M.P.D. on the opening day of that convention spurted: "Battle for Existence Under Way Today at Chi." Now wait a minute! That sounds familiar.

* * *

However, a look at what Allied hoped to accomplish will reveal that in the main there was a different set of problems. First, Allied sought a modification of block booking to give exhibitors a clause providing for 25 per cent elimination. Well, Allied licked that problem all right by getting Uncle Sam to exile block booking to Siberia or wherever trade practices get exiled to. Next, Allied wanted separation of feature and short subjects sales, distributors being asked to authorize 25 per cent booking elimination on block sales with a standard price for all features and shorts to be determined locally. An offspring of that situation is still around in the form of national sales policies and Allied hopes that it will be able to stunt the little fellow's growth.

* * *

Another goal of that 1931 convention was the elimination of the music tax. From music tax to admission tax in one generation. Allied also wanted a reduction of the penalty on copyright infringement from $5,000 to $500. Oh, all right. Ah, but look at the next big stickler: Allied sought the establishment of a zoning and protection system based on the existence of competition as of one theatre with another. The newcomers in this business may think that a protection system meant the hiring of a night watchman. No, protection was sort of another name for clearance and it went something like this: (Editor to Steen: Cut it out. We haven't got room.)

* * *

On the second day of the conclave, Allied pledged $100,000 to fight compulsory block-booking and all the other items mentioned above. And the late Al Steffes, whose efforts were largely responsible for the founding of Allied, stated very vehemently, "Independent exhibitors are through with round-table conferences." Although there have been subsequent round-table parleys, nobody can say that Al's fighting spirit hasn't been an Allied symbol.

* * *

Buried down in a pre-convention story in the DAILY was this: "Another subject will be the proposed merger of Allied and the MPTOA." Whether the subject ever came up has been lost in the pages of history. If it did, it may be that the delegate who proposed it was shipped off to Siberia along with block booking.

* * *

There's rarely a dull moment at an Allied jamboree. It's reported that one Allied member returned to his fireside from a convention and his wife asked, "Were you a good boy while you were away?" And the fellow replied, "Yes, dear, there wasn't a 'doll' moment."

REVIEWS:

The Twinkle in God's Eye

Republic

THE ADHERENTS of Mickey Rooney may find their star strangely cast in this modest picture in which the actor portrays, of all people, a newly ordained parson who seeks to bring religion to a tough frontier town in the 1880's. Rooney doesn't take to the clerical garb too well; the role has forced him to be uncharacteristically subdued with no opportunity for indulging in the boisterous exuberance, punctuated by mugging, which has become his stock in trade. This is not to imply, however, that the parson whom Rooney portrays is a solemn fellow; on the contrary, he is a cheerful and determined individual who sets about the business of building a church and acquiring a congregation with a ready zeal.

The script by P. J. Wolfson makes a stab at humor by having the parson ignorant of the ways of the West, and the high point comes when he learns to ride a bronco and immediately enters and wins a rodeo contest.

The other people who populate the episodic story are the usual dance hall girls with their hearts of gold, led by Coleen Gray; gamblers, prospectors, gunmen, etc., all of whom forsake their sinful ways under the parson's guidance. Rooney produced and directed this film and has also written a song, "The Twinkle in God's Eye," which is sung by Eddie Howard off-screen.

Running time, 73 minutes. General classification. For release in October.

Betrayed Women

Allied Artists

THE SELLING names in this standard women's prison drama, Allied Artists' production of "Betrayed Women," a film which has some element of suspense despite the stereotyped characterizations and lukewarm dialogue, are Tom Drake, Beverly Michaels and Carole Mathews. Theatres with successful box office records on previous dramas of women-behind-bars will find much for merchandising purposes here.

Drake portrays a lawyer assigned to investigate reports of cruelties inflicted on women inmates at a reformatory run by Esther Dale, supervisor of the prison, and guard Sara Haden. Tough molls Miss Mathews and Miss Michaels finally engineer a break, taking Miss Dale and Drake as hostages. The remainder of the film concerns police chase sequences, and eventual elimination through killing, capture, etc., of the escape plot.

The story, by Paul Peil, with screenplay by Steve Fisher, hasn't attempted to experiment too greatly with imagination, and the film suffers accordingly. Eddie Cahn directed.

Running time, 70 minutes. Adult classification.

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

Best from Britain

▶ Indulging in generalization, it might be said that the British are a stoic, patient people. For years they have been turning out top-notch motion pictures which, according to their more outspoken producers, never have received a fair shake in U. S. theatres. Somewhat as a result, New York televiewers, in the last seven-day period, have been treated free of charge to seven of the biggest and/or best motion picture productions ever turned out in England—"Caesar and Cleopatra," "The Man in the White Suit," "Brief Encounter," "Great Expectations," "Notorious Gentleman," "The Captain's Paradise" and the pre-theatrical premiere of "The Constant Husband." And, from the audience response, indicated in the eagerness with which advertisers are picking up the tabs for their presentation, it would seem that stoicism and patience are beginning to pay off. The influx of top British product may well be bringing down the value of those old films in Hollywood vaults. It should also pave the way for greater acceptance of British product in the nation's theatres.

Color Entry

▶ Chromatic Television Laboratories, Inc., subsidiary of Paramount Pictures, has placed an order with Telechrome, Inc., electronics research laboratory in Amityville, N. Y., to produce a number of 21-inch color television receivers for purposes of demonstration and research. Chromatic has said that its Lawrence color tube, designed by Dr. Ernest O. Lawrence, will permit the manufacture of color sets that could retail for under $500. The initial manufacturing order, it is assumed, is designed to test not only the practicality of the tube but this economic factor as well.

WHIRLING LADY

LOS ANGELES: Klaus Landsberg, vice-president and general manager of KTLA, in recent weeks has been faced with a problem that would be unique nowhere but in television. Singer Anita Gordon, of the station's "Bandstand Revue," obviously is an expectant mother and Mr. Landsberg has taken upon himself to devise various ways of showing her face only. His latest device—which Miss Gordon carefully avoids watching on the monitor—is a revolving mirror with 40 images of the lady's face whirling around the TV screen.

Highest—Again

▶ The genius which is Walt Disney—in any language and in any medium—seems to be further proved with the latest ratings, proudly cited by ABC-TV, which says the Mickey Mouse Club is the highest rated regular daytime television program, according to the Nielsen October 1 Report and the October Report of the American Research Bureau.

Kine Amateur

▶ Eddie Dowling has a good idea, as he often has. He wants to bring in all the kinescopes of all the TV program ideas that have failed to make the grade, and in a round table discussion, ask the public for its opinion. He believes that this "amateur night on TV" would do something for both audience participation and public recognition of new talent. He thinks that if you introduced the producer, or told his story, and then showed a condensed version of what he proposed to sell, that it would bring a response that would be gratifying to these losers. For all of the programs thus shown would be losers—in the preliminaries, in the New York market. It takes a lot to make the grade in television, these days, and the public is the final judge. Let it decide what's what, who is who, and which is which, for their own future success. The audience mail should be terrific.

Things to Come

▶ One of the most challenging "things to come" for television will be international hookups permitting networks to cross the oceans for live shows and special events. It is also rash to put a timetable on scientific discovery, but some experts expect transatlantic television by 1960. Just which relay system will prove to be the most practical is uncertain. The signals could be carried by cable or boosted by water-borne or air-borne "space platforms". It is not too early to think about resolving the differences in standards, which have the U.S. using 525-line pictures; Britain 405 lines; Germany 625 and France both 412 and 819.

Sic Transit

▶ Dodger fans, being of a higher type, won't care but some of them might raise an eyebrow or make an equivalent Brooklyn gesture at this news. Jacob Ruppert, Inc., last week concluded a four year deal with the New York Giants to telecast the home games of that team over WPIX. In case you don't remember the Ruppert brewery owned the New York Yankees in the good old days. How the mighty have fallen.

Resolution

▶ Those experts who met in Tangier recently, under the auspices of UNESCO and with the purpose of promoting international cooperation between films and television, passed a worthy resolution. It recommends the establishment—with UNESCO support—of an International Center of Educational, Scientific and Cultural Films for Television, with the object of promoting greater production and diffusion of such films among television stations. Would it be frivolous to suggest that the center be given a less pompous handle and that perhaps its aims might be reached somewhat more easily with a little less talk of education, science and culture? Our only thought—admittedly still ill-defined—is that there must be a way to accomplish the above-mentioned aims without using show business scare words.

Plans for '56

▶ To prevent the 1956 political campaigns from bringing broadcast chaos, two networks already have plans afoot. NBC has activated its Political Broadcast Division, under Joseph A. McDonald, through whom all requests for political time will pass. And last Friday ABC announced that it now will "be pleased to accept" requests for time from "recognized" Republicans or Democrats who want to announce their candidacies for the Presidency.

In Our View

OF a recent evening, as the Alcoa Hour began its new series of sponsored dramatic performances, the president of the Aluminum Company of America appeared during an intermission, briefly welcomed his company's television audience, and promised, among other things, calm, non-intrusive commercial messages related to the Aluminum Company of America and its manifold products.

That focuses attention on a sector of the whole television picture which constantly receives concentrated effort, but can never have enough. The refreshing change of pace which came through from the television screen when the Alcoa chief spoke was as a breath of clean, fresh air across a smoke-filled room. There is vast need, across the whole face of television, for constant striving in this direction.

Too many times the life blood of the medium becomes fouled by misuse, mishandling and poor judgment. The vital point to be kept constantly in mind, as this observer has said before in this space, is that the viewer who is alienated from his set or a program by too much or too many or too heavy-handed commercials is never a potential patron for the sponsor's product, and the vicious circle thus engendered can have serious consequences for the whole industry. A wise axiom might be the simple notion: Never permit the commercial to get in the way of the program's subject matter, from the viewer's standpoint.—*C. S. A.*

Passing in Review

IT WAS A WEEK OF ODDS AND ENDS, some of which were better than others. NBC-TV continued to fascinate viewers from coast-to-coast Sunday (October 30) with its "Wide Wide World" kaleidoscope, this time concentrating on the wide wide west. It should be a source of irritation to many viewers, however, that the last 30 minutes of this stunning show should have to overlap the first 30 of CBS-TV's "Omnibus," so that a conscientious televiewer has to keep dialing his set to be sure of not missing anything. Such is the price—and benefit--of free competition.

Early risers on Sunday would do well to tune into CBS-TV's unusual "Look Up and Live." Presented with the cooperation of the National Council of Churches of Christ, this is a half-hour of thoughtful effort to breathe new life into Sabbath programing. Last Sunday (October 30) was another in its "theology of jazz" series, featuring the lively gospel singing of the unique Mahalia Jackson. The Reverend Allen Kershaw provided the commentary that only occasionally smacked of the jazzophile's over-earnestness. Next Sunday: Dave Brubeck.

Alfred Hitchcock seems to be emerging as a dominant Sunday night personality. His introduction for his 30-minute CBS-TV programs (which he describes as "situation tragedies") usually overshadow the dramas themselves, but make them all worthwhile. Last Monday night NBC-TV's Sid Caesar, in his own hour, provided the curious spectacle of an elaborate skit, "The Handsome Prince," which lampooned—and not very kindly—the same network's forthcoming "The Great Waltz," seen Saturday night. Intra-mural problems? Elsewhere in the week:

NBC MATINEE THEATRE, "Beginning Now." NBC-TV, 1 Hour, 3 P.M., EST, October 31, 1955. Color. Live, from Hollywood. Varied Sponsors.

Appropriately enough, "Beginning Now" is the title of the first of NBC's grandiose, ambitious undertaking, a full-hour class dramatic presentation, five times weekly, no less, and in the middle of the afternoon. This first, written by the notable John P. Marquand and adapted by Frank Gilroy, comes from Hollywood, like all the others, under the general supervision of Albert McCleery, stars Louis Hayward, Joe Bourneuf, Frances Reid and Mike Miller. It was well produced, ably performed and intelligently written, albeit slightly soap-operaish, which may reasonably be forgiven, in view of audience and intent. The story is of the too-wealthy, too spoiled son of money, whose conduct bids fair to ruining his college son. The youngster is brought to see the light in time, through the efforts of the father's understanding friend and the boy's mother. Let it be said, if this may reasonably be taken as a fair sample of the quality to be expected from "Matinee," that the poor, down-trodden, hard-working housewife never had it so good. Lady, leave that living room cleaning for the 3 o'clock spot every day.

OMNIBUS, CBS-TV, 1½ Hour, 5 P.M., EST, Sunday, October 30, 1955. Live from New York and New Haven, Conn. For Aluminium Ltd., of Canada, and Scott Paper.

With several programs already under its belt, "Omnibus" gives every indication of remaining one of television's most thoroughly rewarding—and reliably entertaining—shows for still another season. And with host Alistair Cooke and the 90-minutes of show time as the only constants, "Omnibus" continues to prove the advantages to be had from a format that can encompass everything from Bach to boogie, from Renaissance culture to the evolution of the Australian crawl. Last Sunday (October 30) offered fascinating diversification, the first half featuring Jessica Tandy and Hume Cronyn in a series of famous "courtship" scenes, and the last half Esther Williams and the Yale swimming team of Robert Kiphuth in a remote from New Haven. Mr. and Mrs. Cronyn were especially effective in the harrowing segment from "Street-car Named Desire," beautifully staged and carrying a tremendously dramatic punch for a disembodied excerpt. The swim "telementary" not only provided a showmanlike change of pace, but also offered a bright, breezy and altogether winning view of the real-life Esther Williams not often seen by the general public.

PAYING OFF

By noon October 31, last, just prior to the first showing of the new daytime program, "Matinee," (See review) NBC reports, it had more than $4,500,000 in advance gross billings signed. The network called it the "largest advance sale" for a show of its type in TV history, via George H. Frey, the sales vice-president. Looks like the special sales pitch has paid dividends.

THE BIG SURPRISE, NBC-TV, ½ Hour, 7:30 P.M., EDT, Saturday, October 29, 1955. Live, from New York. For Speidel and Purex.

Although somebody keeps changing the rules, this $100,000-jackpot show remains a pale, lethargic sister alongside CBS-TV's record-breaker. Just why is hard to say. It uses practically the same format and a setting that comes from the same drawing board. It's in the refinements that "The Big Surprise" is different—and about as bloodless as the electronic brain which has supplanted the little man from Manufacturers Trust. It may be too that Jack Barry is a trifle too dignified as master of ceremonies. These shows are essentially reverse twists on the old carnival "shell" games and an emcee whose air suggests that money isn't everything just doesn't have the right spirit. Last Saturday week (October 29), however he did introduce the prettiest non-professional contestant ever to appear on any quiz show. The lady, at present a York, Pa., housewife and formerly an infantrywoman in the Russian Army, proved, with beauty and charm that were almost subversive, that you have to have fun contestants to have fun. David Lowe is producer-director.

ROBERT MONTGOMERY PRESENTS, "In a Foreign City," NBC-TV, 1 Hour, 9:30 P.M., EST, Monday, October 31, 1955. Live from New York. Johnson's Wax.

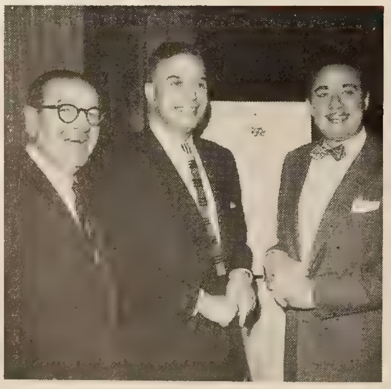
Looking inward, as it were, the Robert Montgomery people came up with one of the week's best dramatic offerings, a sort of disenchanted view of the decline and fall of the man in the gray flannel suit. The script by John McPhee, showing unmistakable evidence of its origin as a New Yorker story by Robert M. Coates, was somewhat diffuse and a little while in deciding on the direction it wanted to pursue. But, beginning somewhere near the middle of Act II, it built with remarkable sureness and honesty in writing to a crushing climactic scene, played with vigor, pathos and excellent timing by star John Hudson. The supporting cast was uniformly good, while the camera work and the direction of John Newland were of top-notch quality.

20TH CENTURY-FOX HOUR, "The Ox-Bow Incident," CBS-TV, 1 Hour. 10 P.M., EST, November 3, 1955. Film, from Hollywood. For General Electric.

From the memorable novel of Walter Clark and the equally memorable motion picture of some years back, 20th-Fox has fashioned a TV script by David Dortort, and with Robert Wagner and Cameron Mitchell for the latest of the G.E. programs. With an especially strong performance by Mitchell, the TV play is compelling, taut and moving, maintaining well the high standard of the program. Joseph Cotten's "hosting" about the 20th-Fox lot continues to be unobtrusively interesting, and a good change of pace.

◆

A CODE UNDER STUDY



HOLLYWOOD: Satisfied with the accomplishments of the meeting here last week to discuss a code of ethics for independent television producers, are, (cut), left to right, Attorney D. Brandon Bernstein, of the National Audience Board; Jack Warner, Jr., of Warner Brothers television operations, and Attorney Max Gilford, of the National Society of Television Producers. The meeting, called by Tom Lewis, president of the NSTP, discussed a proposed code and appointed a six-man committee to study it and make recommendations before the code's submission to the Academy of Television Arts and Sciences. In his preamble to the proposed code, Mr. Gilford said that "the intimate impact of this medium in the home, and more particularly in sight and sound of the youth of all ages of our society, creates an immediate and critical need for self-censorship within the television industry itself." Besides the three pictured above, the code committee is made up of Martin Leeds, comptroller of Desilu Productions; Richard St. John, counsel of the Alliance of TV Film Producers, and Thomas Freebairn-Smith, ATAS executive secretary.

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QUOTABLE KINTNER QUOTES

Speaking in New York last week before the Association of National Advertisers, Robert E. Kintner, president of the American Broadcasting Company, had some pertinent points to make:

1. "The challenge of television is not a challenge of whether or not the medium is effective. The challenge is how best to program it, how best to buy it and how best to use it commercially."

2. "Since only 165 advertisers use network television, there is the added challenge of how the networks can make greater use of TV by smaller companies."

3. "The trend is unmistakably towards more and more shared sponsorship of programs."

4. "The disadvantage of shared sponsorship, in the minds of many agencies and advertisers, is that these programs inevitably are network-controlled. Also the advertiser loses the greater identification, the greater audience gratitude and the tailor-made merchandising possibilities."

5. "Because of multiple sponsorship, networks are being handed more and more responsibility of direct programing. This calls for much closer liaison between the advertising agencies and the networks, a much better network understanding of consumer motivation, and a great deal more research by all of us on what makes people buy."

6. "Next to participating sponsorship. a striking development is the trend towards film programing."

7. "The advantage of film: lower costs due to re-runs, the possibility of overseas revenue, the ability to get performers and production forces that can be gotten in no other way, and the advantage in merchandising."

8. "The disadvantages of film are principally two-fold: one is a misjudgment in putting the wrong type of show on film, such as may be the case of comedians, and two is the terrific damage that can be done when things go wrong after the shows are in the can and flop."

9. "All special shows (the so-called spectaculars) on another network, rated by Nielsen over a six-month period last season, resulted in $4.42 cost per thousand per commerical minute, compared to $2.99 cost per thousand of the average commercial nighttime show."

10. "The real significance of special programs in the long run will be to expand normal programing length to 90 minutes and longer. There is nothing scared about the half-hour and hour timing."

11. "As television reaches practically the 100 per cent saturation of radio, the individual program broadcast ratings will probably go down per market."

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BOOK REVIEW

"AUDITIONING FOR TV" by Martin Begley and Douglas MacRae. Published by Hastings House with Foreword by Robert Montgomery. $2.50.

One hundred pages of simple, down-to-earth advice to aspirants for careers in Television by the authors, Martin Begley, casting director for NBC-TV, and Douglas MacRae, NBC-TV writer, make up this well-written and needed book. Its subtitle, "How to prepare for success as a Television Actor," is clearly defined, with each chapter devoted specifically to "choice of audition material, rehearsal for auditions, pantomime," etc.

The authors, with sympathetic understanding, also explain in detail "what to do, how and why" and "what not to do—and why." In effect, "Auditioning for TV" renders a two-fold service in that it helps new talent to prepare properly for "the big test" and offers valuable assistance in television's constant quest for new faces, voices and talents.—*PINKY HERMAN.*

Promotion on Local Level Is Coming at Last to TV

Henry White

Unlike the motion picture industry, where product promotion has long been one of the more important facts of life, the television industry still is uncertain as to who should do what and for whom — promotionwise.

As reported in TELEVISION TODAY September 19, the NBC and CBS networks have helped create a whole new approach to entertainment advertising. Now Screen Gems, television film production subsidiary of Columbia Pictures, is creating a long overdue, new approach to television promotion. It obviously is no accident that Screen Gems has a major motion picture company as parent.

◆ ◆

Last week, Henry S. White, director of advertising, announced that nearly half of the television stations in the United States have entered a Screen Gems promotion contest, in which, for the first time, a TV film production company has undertaken a campaign designed to stimulate audience interest in its network and national programs on the local level.

The contest, largest of its kind ever conducted, was opened to station managers in the United States, employed by any station carrying one or more nationally sponsored Screen Gems programs. The contest started October 2 and runs through December 31, 1955.

"This is the first time that a television film program producing company ever has attempted to promote its national and network shows independently, and at its own cost," said Mr. White. The prize winners will be judged on the basis of the best individual program promotion and exploitation which they create for any one of our programs carried on their stations.

◆ ◆

"We are conducting this contest because we are fully aware of the responsibility to our network and national sponsors, over and above producing and delivering the best programs we can make," he continued. "In addition, we believe we must share the responsibility with the sponsor and network in promoting these shows. This contest will encourage station promotion managers who are in a strategic position on the local level, to do an even better job for our programs."

The first prize is a 13-day midwinter cruise in the Caribbean for two. Other prizes include projectors and screens, Hi-Fi systems, air conditioners, deep freezes, Rolleflex cameras and gold wrist watches.

Since October 1, eight first run, nationally sponsored film series, produced by Screen Gems, are telecast each week. They are: "Adventures of Rin Tin Tin," ABC-TV; "Captain Midnight," CBS-TV; "Celebrity Playhouse," national spot; "Father Knows Best," NBC-TV; "Ford Theatre," NBC-TV; "The Patti Page Show," national spot; "The Damon Runyon Theatre," CBS-TV, and "Tales of the Texas Rangers," CBS-TV.

PROMOTION

INTERNATIONAL promotion for a local station. Above, left to right, three members of WBNS-TV, Columbus, Ohio, Darrel MacDougall, film director; Chet Long, newscaster, and John Haldi, film director, examine a model of a statue of Christopher Columbus which they brought back from Italy, as part of a big Columbus Day promotion. Earlier this year, Jerome R. Reeves, program manager for WBNS-TV, a CBS affiliate, reactivated a long-dormant plan for presentation of such a statue by the citizens of Genoa to the citizens of Columbus. To cover the Italian side of the story, he sent the above team abroad to record it on film. The resulting film, plus the unveiling of the statue in Columbus by Harold Stassen, resulted in WBNS-TV's first locally originated hour-long "spectacular" on Columbus Day night which outdrew, in audience ratings, the rival network show—one of the nation's top comedians.

ON THE MARK

Professional basketball will start Saturday, December 10 on NBC-TV, and continue through March. A total of 15 games will be televised. Lindsey Nelson and Curt Gowdy will be commentators.

◆

"The Devil's Disciple," with Maurice Evans, Ralph Bellamy and Dennis King will be the "Hallmark Hall of Fame" show on NBC-TV, and in color, Sunday, November 20.

The Show-Makers

Joseph Cotten *will star in "Breakdown," the Alfred Hitchcock Presents play for Sunday, November 13 on the CBS network. Mr. Hitchcock not only directs the series but appears as host-narrator. Sponsored by Bristol-Myers, the series is filmed by Revere Productions in Hollywood.*

◆

Dorothy Warenskjold *will be guest soloist on The Voice of Firestone simulcast on ABC November. 14.*

◆

Gene Lockhart, Lloyd Bridges, Tina Carver, Taylor Holmes, Russell Hicks *and* ***Hugh Sanders*** *will star in "Broadway Trust," one of the Crossroads series of dramas concerning clergymen on ABC-TV Friday November 11.*

◆

Guild Films asserts some of the biggest name writers in television are turning out scripts for its "I Spy" series. Some of these are ***Howard Rodman, Peter Martin, George Lefferts, George Bellak, Stanley Niss, William Ballinger, Kate Nickerson, Elizabeth Meehan.***

◆

"That Ryan Girl" by ***Edmund Goulding*** *starring* ***Kay Medford*** *will be the November 10 production on ABC-TV's Star Tonight show.*

◆

Marie Wilson *of "My Friend Irma" fame will be the first guest star to appear on the Johnny Carson Show over CBS. She will be on the November 10 show. Sponsored by Jell-O, the show is televised live from Hollywood.*

◆

David Niven *will be the star in "Here Comes the Suit" whimsical comedy to be presented on the Bristol-Myers Four Star Playhouse Thursday, November 17.*

◆

Don Taylor *will play the title role in "The Careless Cadet" on the Schlitz Playhouse of Stars Friday, November 25 over the CBS network.*

Ken Murray *will double as master of ceremonies and featured comedian in a guest appearance with* ***Billy Daniels*** *and* ***Lu Ann Simms*** *on Stage Show November 12 on the CBS network.*

◆

Dennis O'Keefe *stars in CBS-TV's "Climax" November 10.*

◆

James Daily *will star in drama about the founding of Alcoholics Anonymous, "One Day at a Time," on the Du Pont Cavalcade Theatre Tuesday night, November 15.*

IN THE LOOP

CHICAGO: Bud Collyer and Janice Carter arrived here for the two-week Chicago origination of NBC's "Feather Your Nest.". . . Agreement on a $60,000 annual contract for televising "Zoo Parade" here was reached this week by NBC and James H. Gately, president of the Park District's Board of Commissioners. The network will originate 20 or more weekly shows from here. At the same time the board agreed to let Marlin Perkins continue to direct the Zoo Parade program while retaining his $10,000 a year post as director of the Lincoln Park Zoo. The Park Board will receive about $3,000 a show this year for use of the zoo facilities. About 60 per cent of the shows will be on film or from other zoos around the nation.

Chicago, once a fertile center of network originations for TV and radio, has become almost bone dry. All that will be left soon in the way of major network TV shows are "Capt. Hartz and his Pets" (NBC-TV) and "Kukla, Fran and Ollie" (ABC-TV). "Super Circus," once one of Chicago's TV glories, folds its tent some time this winter and heads for New York. Capt. Hartz (Ned Locke) and his furred and feathered friends are now in their second year as a Chicago network origination. They're seen every Sunday from 11-11:15 A.M., CDT, sponsored by Hartz Mountain Products (pet foods) through the George H. Hartman advertising agency, Chicago.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

COMMERCIALS ON THE SPOT

Continued activity on production of new commercial spots, to freshen the advertising appeals for a variety of products, includes the following:

At ACADEMY PICTURES, INC

Post Sugar Crisp (*Benton & Bowles*)
Nestle's Quik (*McCann-Erickson*)
Amana-Matic (*Maury, Lee & Marshall*)
Old Gold Cigarettes (*Lennen & Newell*)
Armstrong Cork (*BBDO*)
Gillette Razor (*Maxon*)
Plymouth Used Cars (*N. W. Ayer & Son*)
Gulf Oil (*Y & R*)
Hudson Napkins (*Biow-Beirn-Tiogo*)
Sylvania TV (*J. Walter Thompson*)
Beech-Nut Gums (*Kenyon & Eckhardt*)
Hills Bros. Coffee (*N. W. Ayer & Son*)
Bond Bread (*BBDO*)
Gulf Piston (*Y & R*)

At AMERICAN FILM PRODUCERS

Viv Lipstick (*Leo Burnet*)
Duff Cake Mix (*Doherty, Clifford, Steers & Shenfield*)
Borden's Instant Coffee (*D. C. S. & S.*)
Progresso Food Products (*Carlo Vinti*)
Tide (*Benton & Boles*)
Bendix Home Appliances (*Earl Ludgin*)

At ATV FILM PRODUCTIONS

Tide (*Benton & Boles*)
Chase & Sanborn Coffee (*Compton*)
Socony Vacuum Gas (*Compton*)
Gleem Toothpaste (*Compton*)
Crosley TV Sets (*Compton*)
Royal Pudding (*Ted Bates*)
Women's Army Corp. (*Dancer-Fitzgerald-Sample*)
Gillette Safety Razors (*Maxon*)
Remington Typewriters (*Compton*)

At BLAKE ENTERPRISES

Amoco Gasoline (*Joseph Katz*)
Delco Batteries (*Campbell Ewald*)
Encore Cigarettes (*Kudner*)
Jello Pudding (*Y & R*)
Schaeffer Beer (*BBDO*)
Anacin (*Biow-Beirn-Tiogo*)
Bisodol Mints (*Sullivan, Stauffer, Coldwell & Bayles*)
Hunt's Dog Food (*Ted Bates*)

At DYNAMIC FILMS

Bulova Watches (*Direct*)
Dean Martin Jerry Lewis Muscular Dystrophy Fund (*Direct*)
Charles Antell Cosmetics (*Direct*)
Feature Wedding Rings (*Direct*)
Mrs. Bard's Bread (*Tracy-Locke*)
Coty Cosmetics (*Franklin Bruck*)

At PETER ELGAR PRODUCTIONS

Chesterfield Cigarettes (*Cunningham & Walsh*)
Cameo Hosiery (*Donahue & Co.*)
Beechnut Gum (*Kenyon & Eckhardt*)
Plymouth Cars (*N. W. Ayer*)
Minute Maid Orange Juice (*Ted Bates*)
Phillips Milk of Magnesia (*D.F.S.*)
Cavalier Cigarettes (*William Esty*)
Canada Dry (*J. M. Mathes*)
Kelvinator Refrigerators (*Geyer-Newell & Gawger*)
Pabst Blue Ribbon (*Warwick & Legler*)
Gulf Oil Products (*Y & R*)

At ELLIOTT-UNGER-ELLIOTT

RCA TV Sets (*Kenyon & Eckhardt*)
Kodak Cameras (*J. Walter Thompson*)
Spick and Span Cleaner (*Biow-Beirn-Tiogo*)
Seaforth Shaving Cream (*BBDO*)

At SARRA, Inc.

Sylvania TV Sets (*Thompson*)
Pet Milk (*Gardner Adv.*)
Big Boy Hamburgers (*Rollman*)
Cook's Paints (*R. J. Potts-Calkins & Holden*)

At SCREEN GEMS

Budweiser Beer (*D'Arcy*)
RCA Records (*Kenyon & Eckhardt*)
Seaforth Lotions (*BBDO*)
Vicks Cough Syrup (*BBDO*)
Nabisco Toys (*Kenyon & Eckhardt*)
Bulova Watches (*McCann Erickson*)

At TRANSFILM

Camel Cigarettes (*Wm. Esty*)
Spray (*Foote Cone & Belding*)
Colgate Deodorant Soap (*Lennen & Newell*)
Gains Dog Food (*Benton & Boles*)
Pontiac Cars (*McManus, John & Adams*)
End Curl Permanent (*Kenyon & Eckhardt*)
G.E. TV Sets (*Maxon*)
Lustre Hair Nets (*Lennen & Newell*)
Old Gold (*Lennen & Newell*)
Coca Cola (*Wm. Esty*)
Brisk Toothpaste (*Wm. Esty*)
Tide and Camay Soap (*B & B*)
Betty Crocker Cake Mix (*BBDO*)

At UNITED WORLD FILMS

Pepsi-Cola (*Biow-Beirn-Tiogo*)
Campbell Soups (*Leo Burnett*)
Lux Soap (*J. Walter Thompson*)

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QUALITY is our business

TELEVISION IN BRITAIN

LONDON: Some 200 news men and women were duly impressed with a demonstration of colour TV by the B.B.C. The corporation recently began a series of experimental transmissions in colour from its transmitting station at Alexander Palace. These transmissions will in no sense be a public service, and are not an indication of any early start with colour television. It will be years before Britain has colour TV.

TWO new TV companies have been formed by Sir Alexander Korda—London Film (Television Services), Ltd., and Big Ben (Television Services), Ltd. Directors in both companies are Sir Alexander Korda, Sir David Cunynghame, Harold Boxall and Vincent Korda. It is understood there are no immediate plans for TV development; the companies were registered to protect the trade marks of the parent companies.

THE B.B.C. have acquired Ealing Studios for £350,000 and from early next year will use the studios for filmed TV programmes. The studios cover an area of four acres and have a total floor area of about 100,000 sq. ft., comprising five stages and three projection theatres.

As was expected 'wait-and-see' viewers have started their rush to convert sets to receive commercial TV. The demand, in fact, has already caused a bottleneck in the supply of components. In addition, there is the extra call on retailers' staffs. "We need another 5,000 engineers to cope with day-to-day demands from the public," said the Radio and Television Retailers Association.

The Radio Industry Council estimated that between 500,000 and 600,000 out of 1,250,000 sets in the Independent Television Authority area received the opening night programmes. But this was obviously a peak audience because of the initial novelty appeal of commercial TV—in a land heretofore dominated by B.B.C.

BERNARD DELFONT has signed an exclusive contract with the Incorporated Television Programme Company. This is in addition to the deal already announced between Delfont and Herbert Wilcox for the production of TV films and their distribution throughout the world. Bernard Delfont Television Productions will stage live television shows for exclusive distribution through I.T.P., of which Val Parnell is managing director.

—*WILLIAM PAY*

HOLLYWOOD

Harry Owens begins his seventh year with Columbia's Pacific TV Network. The composer of "Sweet Lelani" has never had less than a two digit rating for his Polynesian music over those 17 regional stations. . . . **Peter Potter** moves his Juke Box Jury from KNXT to KRCA. The "will it be a hit or a miss" show will now be seen on Friday nights instead of the well established Saturday, starting November 11.

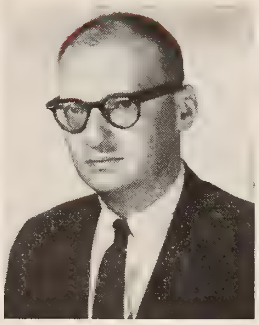
◆

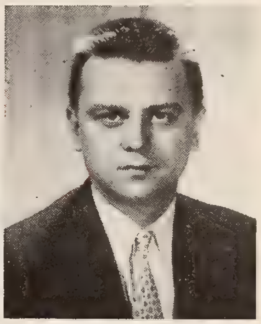
KNXT started its seventh College Credit Course Saturday, November 5. **Jan Popper**, professor of music at U.C.L.A., will conduct 16 weeks of "Spotlight on Opera." Back-to-back with this one is another for the students of the new correspondence media, as U.S.C.'s Dr. Baxter continues with "Shakespeare on TV," a strong attraction for the credit builders. . . . **Jack Warner, Jr.**, told a group of television code seekers, who gathered at the Beverly Hills Club to express the need for a set of rules which would ward off any outside pressure for censorship, that he finds the Motion Picture Production Code the simplest answer to their problem.

—*SAMUEL D. BERNS*

Who's Where

Gene Accas


John H. Eckstein


Adolph L. Seton

GENE ACCAS at the American Broadcasting Company has been promoted to director of sales development and research, **JOHN H. ECKSTEIN** has been named director of advertising and promotion, succeeding Mr. Accas, and **ADOLPH L. SETON** becomes manager of publicity. All three men in their new posts report directly to **ROBERT E. KINTNER**, president, who announced these promotions last week.

RICHARD C. DAWSON has joined NBC-TV as a salesman. He formerly was with Paul H. Raymer, Inc., DuMont and Conde Nast Publications.

JOSEPH STAMLER last week became sales manager of WABC-TV, New York. He has been account executive with the station and he now succeeds **LAWRENCE L. WYNN** who has resigned.

ARTHUR LERNER, former head of the foreign accounting department of Columbia Pictures, has been named assistant treasurer of Guild Films.

MARVIN KORMAN has been named supervisor of art and production of MCA-TV, Ltd., Film Syndication Division. Announcement was made by **FRANK McMAHON**, director of advertising and sales promotion.

COLOR—COLOR—COLOR

TV Today

Of NBC: Charles Denny, David Sarnoff, Sylvester Weaver, Robert Sarnoff.

THE inevitable day when color will rule the television roost was accorded a dress-rehearsal preview Thursday at the Colonial theatre in New York, where the top echelon of RCA-NBC-TV, in a first closed circuit *color* press conference telecast to-and-from Chicago, hailed plans to make NBC's WNBQ, Chicago, the first all-color television station in the world, hailed color generally, and answered a few questions.

Participating from the machinery-laden Colonial stage in New York were Brig. Gen. David Sarnoff, board chairman of RCA and NBC; Sylvester L. Weaver, Jr., NBC president; Robert W. Sarnoff, executive vice-president of NBC, and Charles R. Denny, vice-president of NBC owned stations and spot sales. Interlocutor for the press contingent in Chicago was Jules Herbuveaux, general manager of WNBQ-WMAQ, Chicago. Monitors in each city recorded the action here and there. General Sarnoff said the Chicago station's black and white equipment would be completely replaced, that network color programs and all local live originations will be in color and that the station will offer 10 hours of color TV daily. This "pilot" operation in effect will lead the network's march to color, in which, says General Sarnoff, he believes the future of TV lies. "Network service must be supplemented by good local color programs. . . . That is the step we are taking now." Conversion date, April, 1956.

Cited were the total hours of color today, the total of 104 stations able to transmit color, cost ($500,000) for a station to convert to color; General Sarnoff's prediction of 200,000 color sets sold in 1956, report of 1,000 installations in homes weekly nationwide now, no promise of early sharp reduction in set cost—but firm assurance that color TV was the ultimate goal, without question.—C. S. A.

The ONE-STOP SOURCE

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An entire building devoted exclusively to the needs of Motion Picture Theatres, TV and Film Production Equipment—an enormous stock, more varied and more complete than any in the industry . . . *"The Department Store of the Motion Picture Industry."* It pays to check with S.O.S. for all your needs. *Time Payments Available.*

S.O.S. ESTD. 1926

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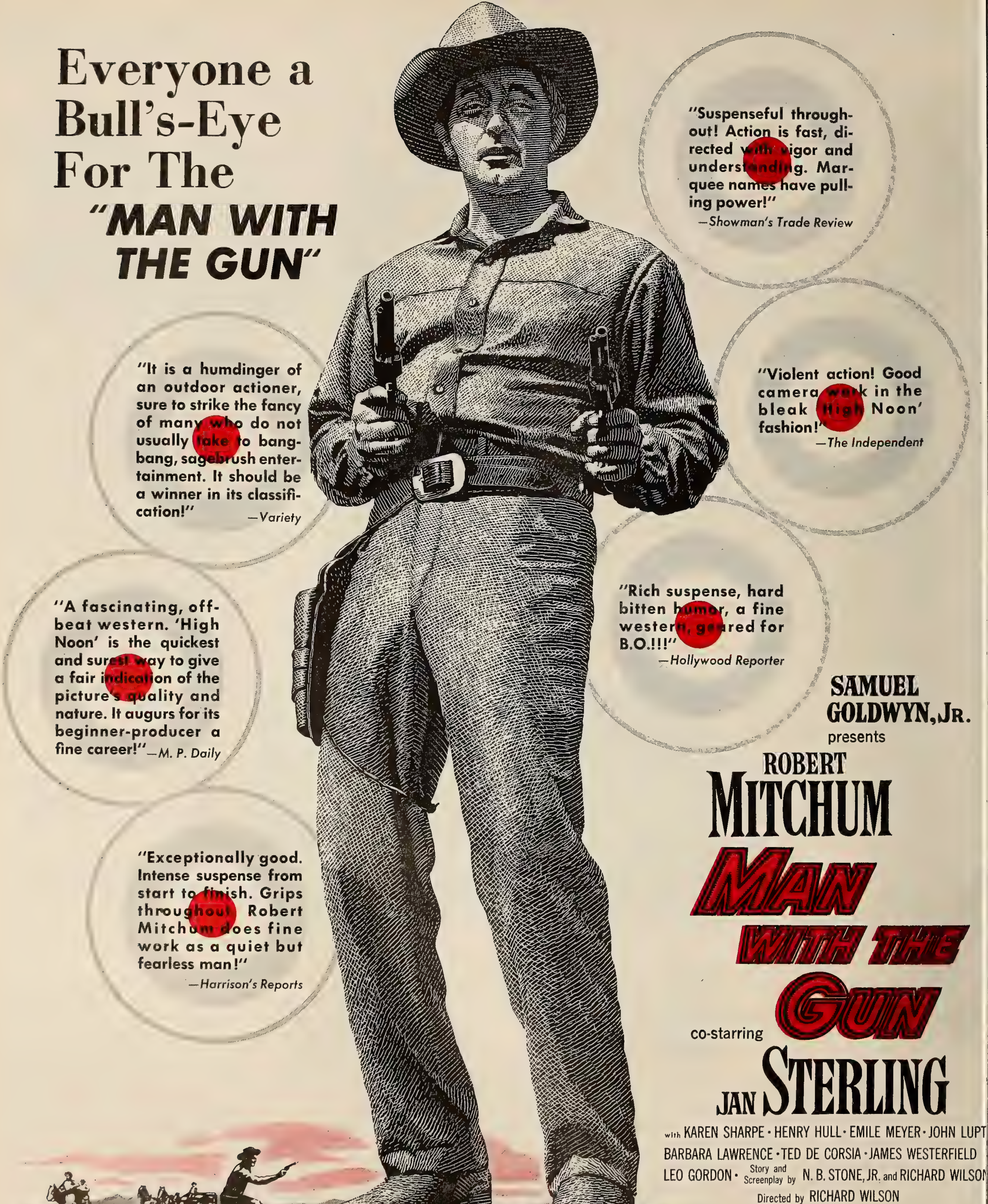

"Suspenseful throughout! Action is fast, directed with vigor and understanding. Marquee names have pulling power!"
—*Showman's Trade Review*

"It is a humdinger of an outdoor actioner, sure to strike the fancy of many who do not usually take to bang-bang, sagebrush entertainment. It should be a winner in its classification!" —*Variety*

"Violent action! Good camera work in the bleak 'High Noon' fashion!"
—*The Independent*

"Rich suspense, hard bitten humor, a fine western, geared for B.O.!!!"
—*Hollywood Reporter*

"A fascinating, offbeat western. 'High Noon' is the quickest and surest way to give a fair indication of the picture's quality and nature. It augurs for its beginner-producer a fine career!" —*M. P. Daily*

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MOTION PICTURE DAILY

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VOL. 78. NO. 90 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 9, 1955 TEN CENTS

Join Global Unit

Allied Board Votes Compo Resignation

Charge It Has Veered From Original Plan

Special to THE DAILY

CHICAGO, Nov. 8.—Acting on the contention that Compo had exceeded its original purpose, the Allied States board of directors voted here not to renew membership until changes have been made in its personnel and in its operating policies. When such changes have been made Allied, if it considers it advisable, will reconsider its stand. Allied membership in Compo expired last Saturday.

Compo, it was contended by Abram Myers, general counsel of

(*Continued on page* 4)

Global Meet in Feb. For Loew's Int'l

Arthur Loew

All sales and publicity personnel from all overseas branches will be flown to Hollywood for "The M-G-M World-Wide Hollywood Conference," which will take place at the M-G-M studios on Feb. 5-12, it was announced in London on Monday by Arthur M. Loew, president of Loew's International Corp.

Loew and Dore Schary, M-G-M

(*Continued on page* 12)

AA Louisiana Meet Shifted to Chicago

The Allied Artists regional sales meeting originally scheduled for New Orleans will be held instead at the Blackstone Hotel, Chicago, Nov. 13-14, and four Midwest branches will participate along with the company's Southern group, it was announced by

(*Continued on page* 10)

Allied in Drive to Halt Acquisitions By Circuits

Would Have Consent Decree Amended; Rejects Arbitration; Okays Withdrawal From Compo; Against Tax Repeal Drive

By AL STEEN

CHICAGO, Nov. 8.—Allied States in convention here today took the position that circuit expansion is potentially more serious than increased film rentals and instructed its general counsel, Abram F. Myers, to take the necessary steps to halt the practice and to have the consent decree amended to prevent further acquisitions by divorced circuits.

The convention also today:

(1) Passed a motion rejecting the Schimel-Levy arbitration draft which was branded a "patent attempt to legalize unlawful activities";

(2) Approved H. A. Cole's suggestion that any plan for another admission tax repeal campaign be set aside for the present;

(3) Authorized a resolution opposing the proposed plan to broadcast the 1957 world series on closed circuit TV;

(4) Ratified Allied's board action in dropping its membership in Compo;

(5) Heard Wilbur Snaper give a report on Compo, stating that he believed the time would come when Allied would again become a participant by helping to put Compo "back on the right track,"

(6) Received another report from Trueman Rembusch on toll-TV in which he said that the cost of the anti-pay-TV campaign the first year had been $55,000.

It also was reported that Allied's

(*Continued on page* 4)

ANICA's Move

Asks Italian Gov't to Hike Import Duty

By ARGEO SANTUCCI

ROME, Nov. 8.—Italy's all-industry organization ANICA has asked the government to drastically increase the frozen deposits required of non-native films, in addition to raising the screen quota alloted to native films, it was disclosed here at a news conference by ANICA president Eitel Monaco.

Monaco made his statement soon after the arrival here of Griffith Johnson, vice-president of the Motion Pic-

(*Continued on page* 10)

Florida Exhibitors Hear Starr, Coyne

Special to THE DAILY

JACKSONVILLE, Nov. 8.—A note of optimism sparked the opening business session of the Motion Picture Exhibitors of Florida's seventh annual convention in the Hotel Roosevelt when Alfred Starr told about 300 theatremen that "we have arrived at a turning point in our fight against toll TV, and the fight is going our way, even though the backers of this monstrous plan have enormous reserves

(*Continued on page* 11)

Yates Paints Gloomy Picture of Industry, With Attendance Off

By PETER BURNUP

LONDON, Nov. 8. — A gloomy canvas of the motion picture industry was painted here today by Herbert J. Yates, president of Republic Pictures, who stated on arrival that weekly attendance at American motion picture theatres dropped from 90,000,000 in 1945 to 45,000,000 in 1954, "with the worst yet to come."

Herbert Yates

Yates reported that after Labor Day exhibitors justifiably anticipated

(*Continued on page* 12)

Showing of the New CinemaScope A Feature of Allied Convention

By MARTIN QUIGLEY, JR.

CHICAGO, Nov. 8.—The first industry demonstration of the new CinemaScope process used to photograph "Carousel" made the first day of the Allied convention memorable from both entertainment and historical points of view.

In a word, in the opinion of this writer, the pictures cast by the Oriental Theatre's standard 35mm. projectors on to its normal screen were the finest large screen pictures yet shown in a theatre. That is a sweeping statement but so was the magnificence of the results. It is not surprising that the picture would be impressive. That was to be expected since the 55mm. 20th Century-Fox process photographs the scenes with

(*Continued on page* 9)

Permanence of New Devices Is Cited

Special to THE DAILY

CHICAGO, Nov. 8.—Exhibitors can install projection and sound equipment in confidence that new developments will not render such equipment obsolete, according to the advice of a panel of Theatre Equipment and Supply Manufacturers Ass'n. experts at the Allied Convention here today.

The reason such action can be

(*Continued on page* 4)

PERSONAL MENTION

SAMUEL N. BURGER, Loew's International Corp. sales manager, has left New York for a tour of company offices in Latin America.

•

Kenneth Winckles, member of the board of directors of J. Arthur Rank Organisation, Ltd., arrived here yesterday from London via B.O.A.C. Monarch.

•

Robert Spodick, partner in Sampson-Spodick-Bialek Theatres in Connecticut, and his bride, the former Pearl Blegen, are honeymooning in Canada.

•

B. Bernard Kreisler, president of International Film Association, and Mrs. Kreisler arrived in New York from Europe yesterday on the "Queen Elizabeth."

•

Dr. Renato Gualino, president of I.F.E. Releasing Corp., will return to New York on Friday from Washington.

•

Frederick Brisson, producer, and his wife, Rosalind Russell, arrived in New York from Europe yesterday aboard the "Queen Elizabeth."

•

Lou Cohen, manager of Loew's Poli, Hartford, and Mrs. Cohen are celebrating their 36th wedding anniversary.

•

James Landino, manager of the Hi-Way Theatre, Bridgeport, Conn., and Mrs. Landino have returned there from Florida.

•

Joe Bronstein, general manager of Bronstein Drive-in Enterprises, Hartford, has left there with Mrs. Bronstein for a vacation in Arizona.

•

Oscar Lightstone, vice-president of S.O.S. Cinema Supply Corp., is in Chicago from New York.

New Production Co. Formed in Calif.

HOLLYWOOD, Nov. 8. – Formation of a new television and motion picture producing organization has been disclosed with the filing of corporation papers at Sacramento by attorney Ben Neuman in behalf of Harmony Productions, Inc.

Heading the new company are J. G. ("Tommy") Thompson, former aircraft manufacturer, president; Lee Loeb, producer and secretary; V. E. Ellsworth, vice-president and treasurer.

Yugoslavia to Spend $700,000 to Get U.S. Equipment:Kaufman

By LESTER DINOFF

Yugoslavia Films of Belgrade, an agency which represents the eight government sponsored production-distribution companies in Yugoslavia, are seeking to invest some $700,000 in American motion picture and sound equipment, according to Sidney Kaufman, president of Grand Prize Films.

Kaufman, who returned last week from a three months business trip to Germany and Belgrade, said here yesterday that his organization has acquired 30 German motion pictures for the U. S. and Canadian market, and 15 Yugoslavia productions and co-productions, plus 20 short subjects, for exhibition in the English-speaking world.

Sees 'Vast Need'

"The Yugoslav government has expressed much interest in building up its film industry," Kaufman said, explaining that there is a vast need for new motion picture equipment, particularly sound equipment, and that he had been commissioned to spend some $700,000 for new, American equipment so that two new production studios could begin operations.

Kaufman disclosed that he plans to release his Yugoslav films, among them being "The Girl in the Oak," "Legends of Anika," "The Suspect," and "The Jubilee of Mr. Ickl," all sub-titled or dubbed, at the rate of one every four to six weeks. He said that many of his German films will be released in Canada as the U. S. market is very small for such films.

U. S. Films Popular

Commenting on business in Yugoslavia for American product, Kaufman said that the 1,200 theatres there do "capacity business" and that "American films occupy the major portion of available screen time." Kaufman said that an average of 60 to 70 U. S. films, which are bought at a flat rate by Yugoslavia Films of Belgrade, are exhibited per year.

Poe, Reiner Seek Date for 'Continent'

Seymour Poe, executive vice-president of I.F.E. Releasing, and Manny Reiner, general sales manager, are in Los Angeles to confer with I.F.E.'s Western division manager, Alex Cooperman, about a local engagement for the company's first CinemaScope film, "Lost Continent."

Poe will remain in Los Angeles until Saturday when he will return to New York. Reiner will stay until Monday and then go to Chicago, later visiting Milwaukee, Minneapolis, St. Louis and Kansas City. He will return to New York on Nov. 24.

Premiere of 'Tattoo' To Aid Actors Studio

The Actors' Studio second annual benefit will be held in conjunction with the world premiere of Hal Wallis' production for Paramount, "The Rose Tattoo," starring Anna Magnani and Burt Lancaster, at the Astor Theatre here, Dec. 12. The premiere will be followed by a supper party and entertainment in the Sheraton Astor Hotel.

Tickets to the formal opening of the VistaVision film based on Tennessee Williams' hit stage play, and the supper party, will be sold at $50 each, with all proceeds going to the Actors' Studio, a non-profit workshop for professional actors, directors and playwrights.

The full facilities of the Astor Theatre are being turned over to the event by Robert W. Dowling, of the City Entertainment Corp. Paramount and producers Wallis and Joseph Hazen are donating the proceeds from the premiere to the Actors' Fund.

E. S. Currie Dies; Canada Kodak Head

ROCHESTER, Nov. 8.–E. Stanley Currie, 64, president and general manager of Canadian Kodak Company, Ltd., an affiliate of Eastman Kodak Co., died at his home in Toronto over the weekend of a heart attack, it was reported by Kodak.

Currie, a member of the Kodak organization since 1912, had been president and general manager since 1945 of the Canadian company. A native of Stayner, Ontario, he had been appointed assistant to the president of Canadian Kodak and also elected secretary of that company in 1937. Four years later he became assistant general manager and a company director. He became vice-president early in 1945.

Currie was a member of the Canadian Manufacturers Association, and the Toronto Board of Trade. He is survived by his wife, Mabel Hodge Currie.

Coast Law Firm Formed

LOS ANGELES, Nov. 8.–The law firm of Youngman & Leopold and Richard Hungate have announced that they will engage in the general practice of law as a partnership under the firm name of Youngman, Hungate & Leopold. Glenn Warner and William B. Haughton will be associated with the firm.

Schary to Speak

LOS ANGELES, Nov. 8. – Dore Schary, M-G-M vice-president in charge of production, will address the National Conference of Comptrollers of America at the Statler Hotel here tomorrow.

. . . NEWS ROUNDUP

Remodel 2 in Charlotte

Two theatres in Charlotte are preparing to launch remodeling programs. The Visulite will install CinemaScope, do over the lobby, put i new rugs, recondition the seats an paint the marquee. The Plaza will d considerable painting of the lobby an the front of the theatre. The Visulit will complete its project by Thanksgiving while the Plaza expects it work to be finished in time for th opening of "Guys and Dolls" on Dec 23.

■

Lisbon, Ohio, House Closed

Sam Barck, who took over the Lincoln Theatre in Lisbon, Ohio, las June, has closed the house.

■

Leases Closed Ohio House

Allen Payne has leased the Scot Theatre, Archbold, Ohio, from Ton Scott and has re-opened it.

■

'Light' Wins Award

"The Story of Light," 10-minut Technicolor short produced by Transfilm-Dollywood for General Electric has won a top award at the recen Kentuckiana Film Festival, giving it total of seven awards in six months Theatrical distribution is handled b Al O. Bondy.

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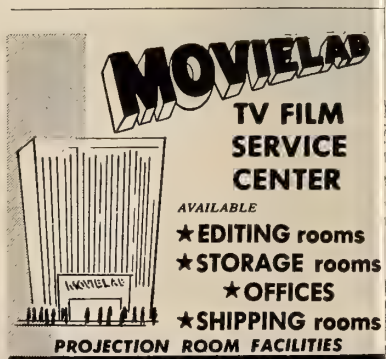

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Council Acts

Iron Curtain Nations Won't Get IFFPA Ok

By J. A. OTTEN

WASHINGTON, Nov. 8.—The administrative council of the International Federation of Film Producers Associations yesterday voted unanimously not to change the associations' regulations so as to permit associations from Iron Curtain countries to join.

The council, holding a four-day meeting here at the headquarters of the Motion Picture Association of America, also approved participation in 1956 film festivals in Cannes, Venice, Cork, Berlin, Edinburgh, Karlsbad and other places.

Just a Precaution

Dr. Renato Gualino of Italy, president of the administrative council, said that the group did not actually have pending any applications for membership from Iron Curtain countries but that he had a feeling that applications would be coming soon, "because of the changed international situation" and he therefore wanted to get the board's views on the matter.

The federations' present regulations clearly indicate that only groups of private producers can belong and not producers from countries where the industry is under the direct or indirect control of the state. The administrative council, said Dr. Gualino, unanimously decided against changing these regulations, and therefore industries which are under the direct or indirect control of the state will continue to be excluded from the federation.

To Participate in Cork

The council approved a new film festival for 1956 at Cork, Ireland, from May 21 to 27, but will inform the organizers of the festival that the federation will not participate in any festival in 1957. Dr. Gualino said the federation did not want too many festivals in one year and felt that there should be a rotation of festivals among different cities, and therefore, was approving participation in the Cork festival only for 1956.

The council also approved participation in these other festivals: at Cannes in France in March; at Venice, Italy, in August; at Berlin, Germany, in the latter part of June and early July; at Edinburgh, Scotland, from Aug. 20 to Sept. 9; at Karlsbad, Czechoslovakia, from July 11 to July 24.

One Year Only

Dr. Gualino said that participation in the Karlsbad festival next year was subject to certain discussions still to be had with the management of the festival. He also said that participation was being approved for 1956 only and that 1957 participation would depend on whether certain conditions were met. He explained that the federation was insisting that the festival have no political significance and that any films shown at the festival be allowed to circulate commercially in Czechoslovakia with the earnings from these films freely transferable. He added that these were regular federation rules for all film festivals.

If United States companies showed films at the Karlsbad festival and then circulated these films commercially in the country, they would be the first American pictures distributed in Czechoslovakia in several years.

Not So "Spectacular"

TV Debut of Korda's 'Husband' On NBC Receives 13.7 Trendex

Sir Alexander Korda's production of "The Constant Husband," which had its American premiere over the television network of the National Broadcasting Co. last Sunday evening as a "spectacular," received not so spectacular a Trendex rating—an average of 13.7 in the 15 cities polled during the 7:30 to 9 P.M. period.

According to a representative of NBC-TV, the Korda film ran second during the 90-minute period to shows televised by the Columbia Broadcasting System. The "Famous Film Festival" on the American Broadcasting Co.'s television network was third, he said.

Nine Films Rated

The 15-city Trendex Television rating for the 7:30 to 9 P.M. (EST) period was: 7:30 P.M. CBS Jack Benny (26.9); NBC "Constant Husband" (15.9); ABC Famous Films (10.3); 8:00 P.M. CBS Ed Sullivan (34.2); NBC "Constant Husband" (12.7); ABC Famous Film (9.4); 8:30 P.M. CBS Ed Sullivan (36.8); NBC' Constant Husband" (12.5); ABC Famous Films (8.6).

Morris Helprin, president of London Film Productions, Inc., said here on Monday that on the basis of "the debut on television" of "The Constant Husband," he "hopes for a minimum of 5,000 theatrical bookings for the picture" and "a domestic gross of between $500,000 and $750,000."

Jack Gould, in his New York "Times" review of the first television showing of a major motion picture prior to its exhibition in theatres, said that "The Constant Husband" "was very routine, a far cry from even the general run of English films currently available on the home screen. Except for the opening scenes, the film did not have the sparkling lines needed to keep such a bit of nonsense on its feet and achieve a climax of hilarity. Missing was the usual British subtlety." The critic summed up his opinion by saying that "the program would seem to suggest that it may be a while yet before top quality films have their debut on video. If there are handsome theatre grosses to be made, it is unrealistic to expect a producer to pass them up. 'The Constant Husband' will hardly afford a fair test of how a TV premiere might or might not affect future box-office receipts."

Gross Is Caustic

Ben Gross, in the "News," said that "I have seen many an old movie on TV which provided better entertainment."

Jay Nelson Tuck in the "Post" said that the audience "had comedy, and it wasn't bad either. The film took just 90 minutes, but it was 90 minutes of pleasant whipped cream spiced with a touch of mystery."

Company Dividends Higher for 9 Months

WASHINGTON, Nov. 8.—Publicly reported cash dividends of motion picture companies in the first nine months of 1955 were 14 per cent ahead of 1954, the Commerce Department reported.

The Department put the total for the first three quarters of this year at $21,385,000, compared with $18,775,000 for the like period last year. Commerce officials usually figure that publicly reported cash dividends account for about 65 per cent of the total actually being paid out.

The Department said that publicly reported cash dividends of film companies in September amounted to $3,787,000, compared to a revised figure of $3,798,000 last September.

35 Films Shooting, As 7 Are Started

HOLLYWOOD, Nov. 8.—Although the increase over last week was slight, the total number of pictures now in work once again reached the 35 level that it had maintained for four consecutive weeks. Seven new pictures started and six others finished.

Started were: "Crime in the Streets," and "Screaming Eagles," Bischoff-Diamond Productions (Allied Artists); "City of Women," Lorraine Productions, wide-screen, Eastman color and "The Weapon," Hal E. Chester, Superscope (Independent); "The King and I," CinemaScope, De Luxe color (20th Century-Fox); "Bed of Fear," Harris-Kubrick Productions, and "Bandido," Bandido Productions, CinemaScope, De Luxe color (United Artists).

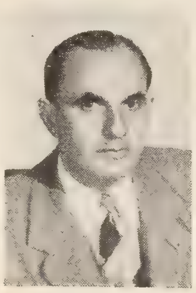
Six Completed

Completed were: "The Come On," Superscope and "The Four Seasons," Widescreen, color (Allied Artists); "Swamp Women," Woolner Bros. Pictures, CinemaScope, Pathecolor (Independent); "Bottom of the Bottle," CinemaScope, color (20th Century-Fox); "The Man with the Golden Arm," Carlyle Productions (United Artists); "Congo Crossing," Technicolor (Universal-International).

For Scripts, Talent

Ginsberg Sees TV as 'Feeder' For Hollywood

The role of television as a "feeder" of script material and talent for the motion picture industry was underscored here by Henry Ginsberg, producer of "Giant," to be released by Warner Brothers.



Henry Ginsberg

Ginsberg, a former consultant on film matters for the National Broadcasting Co., mentioned three promising personalities who will appear in "Giant" and who had their start on TV. They are Carol Baker, Fran Bennett and Dennis Hopper, he stated, adding that the late James Dean, one of the featured players in "Giant," also got his big push from TV.

"Giant," which also features Rock Hudson, Elizabeth Taylor and Jane Withers, is in the process of cutting and should be released in six or seven months, he stated.

Cites Former Comedies

Ginsberg likened the current role of TV to the two-reel theatrical comedies of former years which, he said, served as a "feeder" of talent.

The veteran producer when asked about the cost of his new picture, said only that "Giant" was "very expensive." He added in response to a query that the picture was 100 per cent financed by Warners. He explained that he, George Stevens, the director, and Edna Ferber, author of the book, are equal partners in Giant Productions, the firm set up for this venture and which made the deal with WB.

He said he felt the film should have its premiere in a city outside of Texas, the locale of the picture. He explained that he felt that such a move would build up anticipation on the part of audiences in Texas.

Stresses Film Content

The film, in Warnercolor, was photographed in conventional dimensions in order to obtain the needed intimacy with characters, he stated. Ginsberg expressed his belief that the content of the picture is what really counts with audiences today, rather than the photography or process used in projection.

To Study U.S. Methods

Vincente Salgado and Joaquin Agusti, president and general manager respectively of C.E.A. Studios in Madrid, will arrive in Hollywood on Nov. 17 for a month-long survey of production and distribution.

Aggressiveness Keynote at Allied Convention

Allied Would Halt Circuit Acquisitions

(*Continued from page* 1)

1956 convention would be held in Dallas.

Nathan Yamins delivered the report on circuit expansion, asserting that the Department of Justice, which was supposed to police the consent decree, was, in fact, becoming an advocate of the circuits by approving expansion projects. Comments from the floor indicated that the acquisition moves were placing independent theatres in jeopardy.

Sidney Samuelson, who made the motion to reject the arbitration draft, described it as "witchery in words" and reported there were rumors that the distributors planned to "push it down exhibitors' throats."

Sees Little Chance of Success

Cole said that he had discussed the proposed new tax repeal campaign with Congressmen, including House Speaker Sam Rayburn, and that all said there was very little chance of its success.

Hal Makelim addressed the convention briefly and thanked members for their support of his production program.

Permanence of New

(*Continued from page* 1)

taken now, in view of L. W. Davee, Century Projector Co. and panel moderator, is that any new innovations will be designed to utilize modern theatre equipment. In other words, if an exhibitor now installs one-track magnetic sound very little of that investment will be lost when the exhibitor adds more tracks for stereophonic sound.

"The 35mm process will be in use for a long time to come," Davee said, pointing out that all the systems contemplated by the major studios involve 35mm prints to serve all except a very small number of roadshow type engagements. The reason for using wide film such as the 20th-Fox 35mm, the speaker said, was primarily because "older methods of photography are no longer adequate for wide screens."

Ampex Sound Described

Ross Snyder, Ampex Corp., described the sound system developed by Ampex and other companies for Todd-AO's "Oklahoma!" which was hailed as the most highly developed sound to date. Snyder also stressed the importance of surround sound in a theatre to increase audience enjoyment.

Other speakers included J. F. O'Brien, R.C.A.; Fred Dickley, Altec; Al Boudouris, Eprad Co., and Leonard Schatz, Raytone.

Fighting Opening Speech

Shor Urges Militant Allied Policy; Spurns 'Neutralism,' TOA Merger

Special to THE DAILY

CHICAGO, Nov. 8.—A militant policy, rejecting any form of "neutralism," was outlined here by Allied States president Ruben Shor in his keynote address to the Allied States convention, meeting at the Morrison Hotel.

The policy rejected proposals to merge Allied and Theatre Owners of America, ridiculed the current arbitration draft, forecast failure of any "friendly negotiations" with film companies, and criticized the activities of the Council of Motion Picture Organizations.

Names Martin and Starr

Titled "It's Now or Never," the keynote address lived up to its advance promise made by Shor that it would name names. Theatre Owner of America leaders, including former president E. D. Martin and Alfred Starr, chairman of the executive committee, were among those listed by Shor as carrying out what he charged was their association's "do-nothing" policy.

Shor took 20th Century-Fox president Spyros P. Skouras and William C. Gehring, assistant general sales manager, to task for not fulfilling what Shor called a promise to announce a change of sales policy to the trade press. Shor referred to the meeting last spring held by the joint Allied-TOA committee with the 20th-Fox president. He also attacked TOA leader Mitchell Wolfson for his keynote address at the recent TOA convention and seriously questioned the proposal of Sam Pinanski, another TOA official, advocating a campaign for the total elimination of the Federal admission tax.

Urges 'Aggressive Measures'

Fully endorsed in his 10-page address were "Allied's aggressive measures," including Allied's recommendation for governmental regulation of film rentals, and Allied opposition to any expansion of the divorced circuits, especially in the drive-in field.

One reason cited by Shor for Allied's decision not to continue parleys with distribution officials was that "Allied could not in good conscience carry on friendly negotiations with the distributors and attack them before a Congressional Committee at the same time."

During the course of his attack on COMPO, Shor said that the Allied board will decide whether its membership should be renewed. The board decided it should not. (See separate story.)

Turning to the proposed tax drive, ing that there "must be some ulterior motive behind Allied's failure to declare at once in favor of a tax campaign." Shor countered: "Bearing in mind that the film companies and major circuits would be the beneficiaries of such a campaign, and would be the targets if Allied proceeds with its program for regulating film rentals and curbing chain expansion, isn't it possible that TOA is seeking to divert Allied from its course and induce it to occupy itself with measures which will mainly benefit the distributors and chains?"

Throughout his speech the widening gap between TOA and Allied was evident. At one point, addressing himself to TOA leaders who proposed the formation of one big exhibitor organization, Shor rhetorically asked "Why merge?—you are welcome to join Allied."

Gehring Urges Allied To Stay in COMPO

Special to THE DAILY

CHICAGO, Nov. 8.—Disappointment in Allied's decision to suspend its membership in COMPO until personnel and policy changes had been effected was expressed here yesterday by William C. Gehring, executive assistant general sales manager of 20th Century-Fox, who has been serving as Al Lichtman's alternate on the triumvirate.

Gehring said that Allied should reconsider its stand and continue its support of COMPO.

Lee Jones Elected TESMA President; Tom Lavezzi V.P.

Special to THE DAILY

CHICAGO, Nov. 8. — Lee Jones, sales manager of Neumade Products Corp., of New York, yesterday was elected president of Theatre Equipment and Supply Manufacturers Association, succeeding Fred C. Matthews, whose term expired, and who now becomes honorary member of the board of directors for four years. Tom Lavezzi, of Lavezzi Machine Works, Chicago, was elected vice-president to succeed Larry Davee, Century Projector Corp., who was elected to the board of directors.

New members of the board to serve a term of three years are: Edward Wolk; of E. H. Wolk, and J. A. Fetherston, Kollmorgen Optical Co., Ben Adler, Adler Silhouette Letter Co., of Los Angeles, was re-elected, as was F. W. Wenzel, Wenzel Projector Corp., Chicago.

Ass'n Board Scans Local, Foreign Fields

(*Continued from page* 1)

Allied, and Rube Shor, president, had gone completely out of line with the "whole scheme" designed for it originally. The feeling was, it was said, that Robert Coyne, special counsel, controls the organization without consulting the members. Another factor was Compo's failure to act on toll TV. The board's action came as somewhat of a surprise, inasmuch as Wilbur Snaper, Allied leader and a member of the Compo triumvirate, indicated at the New England regional conference last month that he would be satisfied with the operation of Compo if a few changes were made.

The Allied board in two days of pre-convention conferences, also voted to join the Union Internationale de l'Exploitation Cinematographique, as a gesture of good will.

See Action on Draft Today

On the subject of arbitration, consideration of the so-called Levy-Schimel draft was referred to the general convention for advice because of its bearing on pre-releases. Official action is expected to be taken on Wednesday.

Feeling that Allied leaders are well aware of what is going on in the minds of the legislators, the board voted to appoint a three-man committee to watch the admission tax situation and to advise its membership when and if the time is right for another tax repeal drive, and also as to the possibility of the success of such a drive. The committee consists of H. A. Cole, Trueman, Rembusch and Myers.

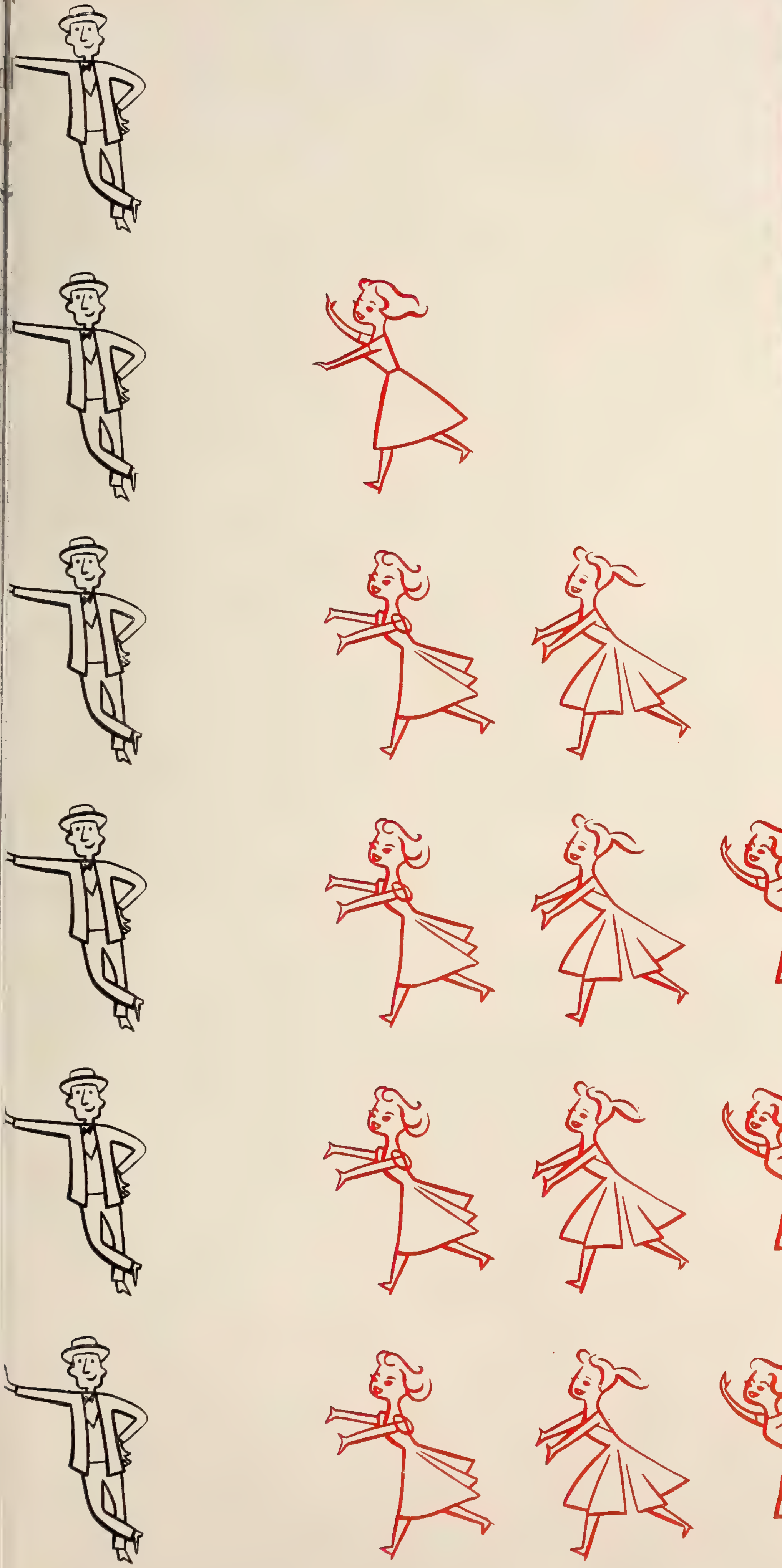
No action was taken by the Emergency Defense Committee because the board wanted, first, to sound out the "grass roots" exhibitors in the film clinics as to their rentals problems. Action is expected to be taken Wednesday afternoon on the floor.

Will Appeal to D. of J.

Believing that the Department of Justice does not give sufficient time to an affected exhibitor to prepare his case after a circuit files an application to acquire a theatre property, the directors prepared a resolution as to what the board thinks the Department of Justice should do to safeguard exhibitor interests. Under the present setup, the Department, through the trade press and by contact with the affected exhibitors, announces a court hearing date a week or 10 days before the hearing is to take place. The board believes that the notice of the application by a circuit for expansion should be an-

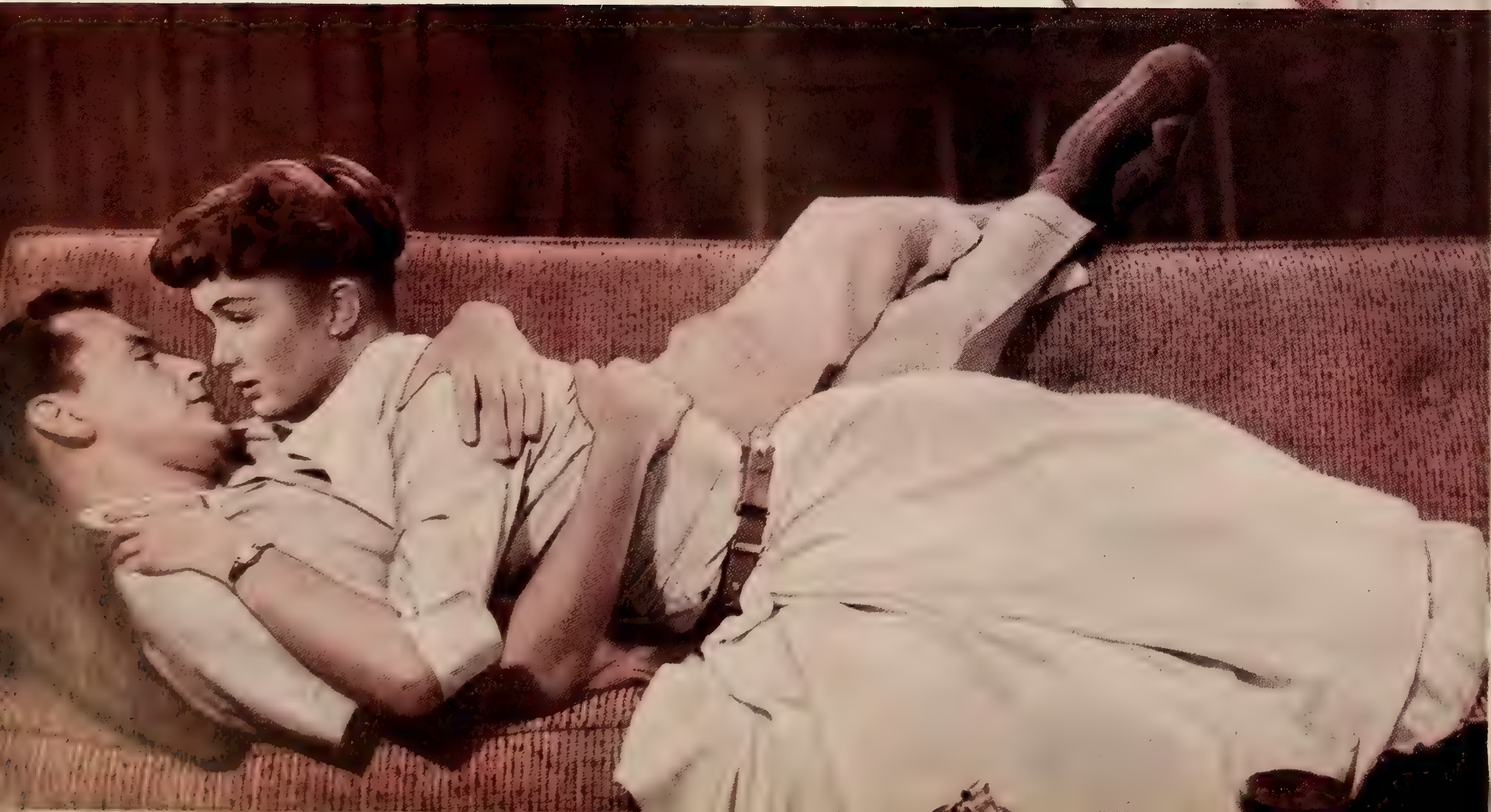
(*Continued on page* 9)

When the news gets around that a man's a bachelor...



THE TENDER TRAP:

"What Every Girl Sets For Every Man."



M-G-M presents in Color and CINEMASCOPE a daring, delectable, deluxe production of the stage comedy—

"THE TENDER TRAP"

Starring

FRANK SINATRA
DEBBIE REYNOLDS
DAVID WAYNE
CELESTE HOLM

With

JARMA LEWIS

Screen Play by JULIUS EPSTEIN
Based on the Play by Max Shulman and Robert Paul Smith
And presented on the New York Stage by Clinton Wilder
Photographed in EASTMAN COLOR
Directed by CHARLES WALTERS
Produced by LAWRENCE WEINGARTEN

*

Available in Magnetic Stereophonic,
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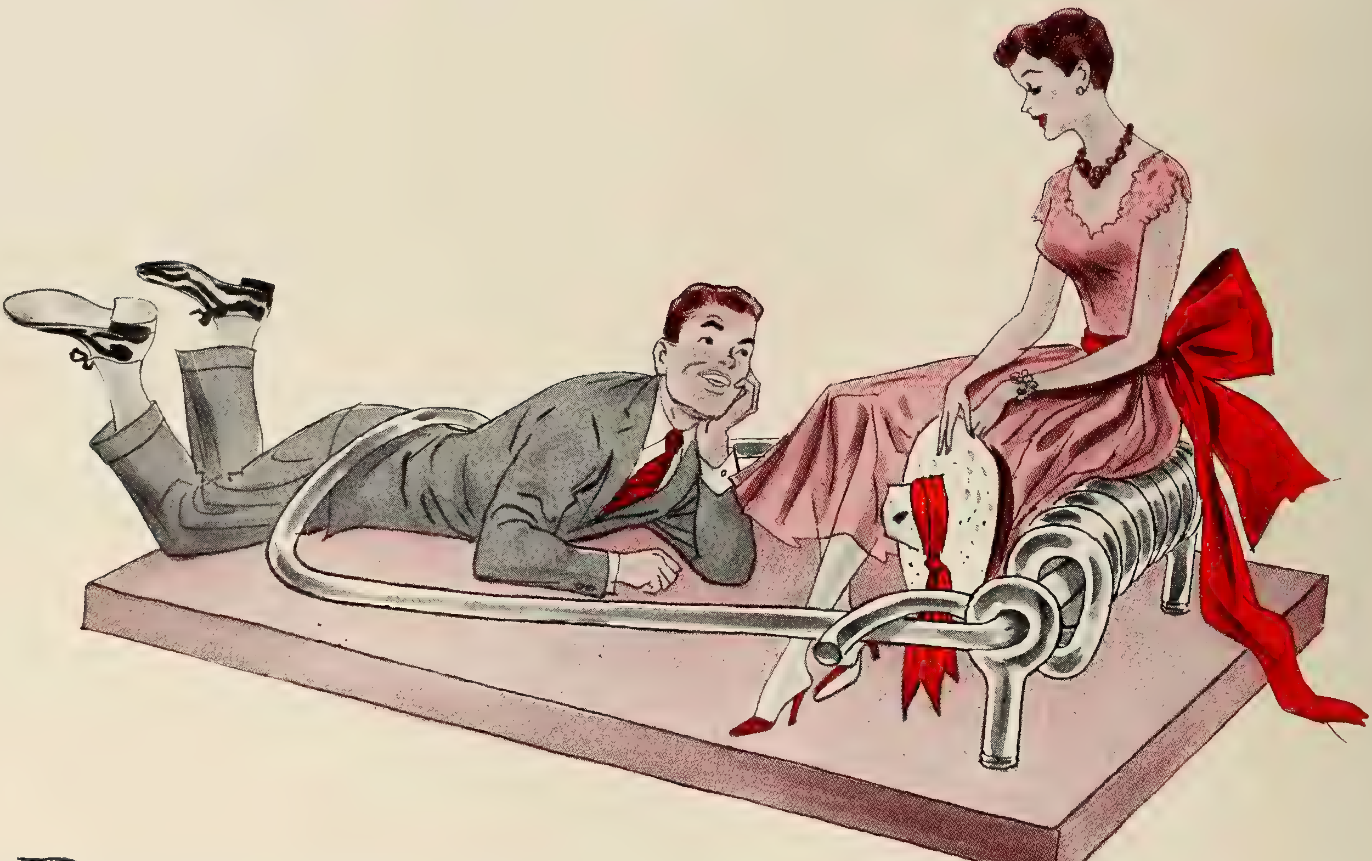
When this great audience attraction was previewed at Loew's Lexington, New York, it received the HIGHEST RATING in the entire history of Film Research Surveys. It is a richly produced, star-packed entertainment that is a sure-fire money show!

(Radio City Music Hall, of course!)



Bait your
box-office
with M-G-M's

"THE TENDER TRAP"

(a wonderful entertainment)

Allied Meet Hears Myers, Sees New 'Scope

Myers Strikes Warning Note On Arbitration

Special to THE DAILY

CHICAGO, Nov. 8.—Warning signals against Allied's acceptance of the projected arbitration system, drafted without Allied's participation, were sounded at the annual convention here by Allied general counsel Abram F. Myers.

Abram F. Myers

Myers warnings were delivered in an 11-page statement, offered to the convention as a guide for action on the arbitration issue. In light of its recommendation that the arbitration draft be rejected, it is considered virtually certain that the convention will disapprove the proposed draft when it comes to a vote tomorrow.

Referred by Allied Board

The issue was referred to the convention by the Allied board of directors.

Myers in his statement repeated the charge made before the recent meeting of New England exhibitors that the current draft differs from the 1952 draft in that "something of value" to exhibitors in regard to the definition of pre-releases has been dropped. Myers referred to his clause which was added to the "distributors . . . archaic definition of clearance."

This definition requires that the waiting time between runs, in order to constitute arbitrable clearance, must be stipulated in the contracts, he stated. Distributors, he went on, in 1952 finally yielded to his additional clause which would have allowed arbitration of clearances on the basis of regular practice in handing out runs, in addition to the clearance stipulated in contracts.

Blasts Pre-Releases

Lashing out at the policy of pre-releases, Myers charged that "pre-releasing in practice, if not in theory, is unlawful under the court decrees."

He claimed that Paramount "backtracked" on its pre-release plans for "Desperate Hours" after having received a written protest from him, questioning the legality of Paramount's so-called "merchandising" releases.

"But the best indication that the film companies are shaky about this practice is their repeated attempts to secure immunity by writing into the arbitration plan this provision authorizing the pre-releasing of two pictures per company per year, although the provision has nothing whatever to do with arbitration," he declared.

Myers also criticized the provisions in the draft dealing with runs, competitive bidding, damages, block-booking and contract violations.

Rentals Omitted

Film rentals, sought by Allied as an arbitrable item, has not been included in the proposed arbitration system, which was left open for Allied to join although the organization did not participate in the drafting of the proposal.

Warned Myers: "The independent exhibitors have been challenged as never before. The scheme of this arbitration proposal is to cast upon exhibitors the entire burden of policing the decrees, if not, indeed, enforcing the law."

New Process Is Impressive

(*Continued from page* 1)

the frame area expanded to four times normal. The reduction to 35mm. naturally eliminates virtually all of the grain, enhances sharpness and increases the feeling of depth.

What is surprising is that the half hour of scenes from "Carousel" would represent such a tremendous stride over the quality now achieved in what must be called "old fashioned" CinemaScope. The decision made by Spyros P. Skouras, president, and Darryl F. Zanuck, vice-president in charge of production, to photograph all future productions in 55mm. is understandable after viewing the "Carousel" rushes.

Introduced by Zanuck

The scenes shown to the Allied delegates and several hundred exhibitors and press representatives in the Chicago area were introduced from the screen by Zanuck, who explained how the 55mm. system works.

The plan for other 20th-Fox pictures is to have a limited number of "roadshow" 55mm. engagements. Skouras said the first picture would be "The King and I" with roadshow engagements starting around Sept. 1, 1956. The total number of such wide-film projections is not expected to exceed 35 or 40, according to Skouras. He emphasized that the basic plan of the new CinemaScope is to bring superior screen entertainment to all the theatres of the world.

Urges Use of New Pickup

Skouras also urged exhibitors who have small theatres equipped only to show CinemaScope in optical sound to install the new penthouse pickup permitting one-channel magnetic sound. This is important, Skouras said, so that pictures may be projected at the full 2.55 to 1 ratio of CinemaScope, as demonstrated in the "Carousel" scene.

The demonstration was on a screen 48 feet wide. The projection angle is 23 degrees and the Oriental's screen is tilted back about 5 degrees. Sound was three-track magnetic. The fourth track for the "Carousel" scenes has not yet been recorded. Exhibitors at the screening were visibly impressed and took advantage of the suggestion to see the picture from all over the auditorium. The only questions were on costs and availability.

1-Track Sound For 20th Also

Special to THE DAILY

CHICAGO, Nov. 8.—Development of a single penthouse attachment for one-track magnetic sound which will enable theatres to play all CinemaScope pictures in their full and proper 2.55 to 1 ratio was announced here yesterday by Spyros Skouras, president of 20th Century-Fox at the opening session of Allied States Association's convention.

Skouras also announced that plans to release "Carousel" only in the 55mm. print had been abandoned and that the picture would be released in 35mm. next Washington's Birthday.

Asks Organizational Unity

Before making these announcements, Skouras made a strong plea for a single exhibitor organization, declaring that "exhibition never can be saved" until there is one association speaking for all theatre owners. He urged Allied to appoint a committee to study all the angles of a possible merger with Theatre Owners of America. He pointed to Britain's CEA as an example of exhibitor strength, stating that CEA's influence in Parliament exceeded the influence exerted by any other industry.

Skouras said that 20th-Fox would continue its policy of offering flat rentals to theatres grossing less than $1,000 a week and that if any exhibitor was refused such a deal by a branch manager, he should wire Skouras personally.

Inexpensive Attachment Used

By using the penthouse attachment with an inexpensive change of sprockets and rollers, Skouras said that one-track magnetic sound may be provided with the same optical equipment that theatres now have. Those having magnetic equipment will continue to be served without new installations being required. The system was developed, Skouras said, because optical sound doesn't "give the full picture."

The attachment and installation will cost about $900, according to Earl Sponable, research head who described the mechanism of the pent-

(*Continued on page* 10)

Won't 'Pass on' 55 mm. Costs Says Zanuck

Special to THE DAILY

CHICAGO, Nov. 8. — Twentieth Century-Fox has borne expenditures of "several millions of dollars" to develop its new 55mm. CinemaScope process, but "has no intention of passing them on to the exhibitor," Darryl F. Zanuck, vice - president in charge of production, declared here.

Darryl F. Zanuck

Zanuck made the statement in connection with the demonstration of the new process at the Oriental Theatre, held in conjunction with the Allied States convention.

Sees '50% Improvement'

Referring to the scenes shown from "Carousel," which had been shot in 55mm. and reduced for projection to 35mm., Zanuck saw an improvement of "at least 50 per cent over anything . . . heretofore seen in CinemaScope. I refer to the sharpness of focus, the vast photographic area, the sense of audience participation and the enormous improvement in depth," he added.

"It is our plan to exhibit certain of our big attractions in a few specially equipped theatres on full 55mm. projection machines — but I emphasize that our main objective in developing the new 55mm. CinemaScope is to bring the perfection of photography into every theatre, large or small, throughout the world."

Says Grain Is Eliminated

Zanuck claimed that by shooting it on the "large film" and reducing it to 35mm. "we have totally eliminated grain." He also claimed that the 55mm. system is the only one to have "totally eliminated distortion."

He credited Skouras with being "the moving force behind these developments," adding that the 20th-Fox president has "reminded us that we can only defeat competition by giving audiences something better than they have had before."

Allied Board

(*Continued from page* 1)

nounced as soon as it is submitted. Under the consent decree, an acquisition by a circuit must not unduly restrain trade. Allied believes that while an acquisition may be sought in only one area it could have a wider effect and that all exhibitors should know about it.

A.A. Meet

(*Continued from page* 1)

Morey R. Goldstein, AA vice-president and general sales manager, who will preside.

Harold Mirisch, vice-president, who was to have come on from the Coast for the sessions, will be unable to attend because of the pressure of studio business. Goldstein will outline the studio's release plans.

Division sales heads at the meeting will include James A. Pritchard, Southern; Nat Nathanson, Midwest, and Harold Wirthwein, Western.

Midwest branch managers in attendance will include Frank Thomas, Kansas City; Maurice Schweitzer, St. Louis; Don Tibbs, Salt Lake City, and Jack Felix, Denver.

The Southern division will be represented by branch managers Henry Glover, New Orleans; Bailey Prichard, Memphis; Gene Dyer, Charlotte; James Hobbs, Atlanta; W. G. Carmichael, Oklahoma City, and W. E. Finch, Dallas.

Kenneth Nyman, 56

LONDON, Nov. 8. – Kenneth A. Nyman, 56, former president of Cinematograph Exhibitors Association, died here last week of a heart attack. He is survived by his widow and two daughters.

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

Pinky Herman

"CLIMAX," the CBS-TVehicle, originates in Hollywood "to be in the midst of Filmland's talented citizens," according to the decision makers there. Soooo—they've just signed Kim Hunter, who lives in New York the year round, to fly to Hollywood to star in the program's Nov. 24 seg, "Portrait in Celluloid." . . . Kate and Howard B. Phillips have collabbed on a script, "The Beautiful Lie," in which Gertrude Berg will star Dec. 11 on "The Goodyear Playhouse," TVia NBC. This "man & wife" script team shows concrete evidence of writing talent. . . . Dynamic young Mickey Schwarz, as president of the rapidly expanding ATV Film Productions, Inc. (clients include Remington-Rand, Tide, Gillette, Chase & Sanborn, Socony Vacuum and Crosley TV among others) has much in which to take pride but he's proudest of the fact that he's just been elected to membership in the Motion Picture Pioneers. . . . Jack Carroll, former vocalist with Les Brown ork, has just waxed his first platter for Unique Records. Backed by Joe Leahy's Band, Jack has a real chance for the big time with his rendition of "Sweet Kentucky Rose."

☆ ☆ ☆

Wilson & Co., Chicago meat packers, which heretofore has utilized only TV spots, has signed to sponsor Guild Films' dramatic teleseries, "I Spy," in 10 Mid-West markets. Series stars Raymond Massey and scores of top-notch Broadway and Hollywood artists and although on the market but a short time, is already seen over 42 stations. . . . Diana Lynn has been signed for the lead in the Wm. McCleery TVersion of F. Hugh Herbert's Broadway comedy, "A Girl Can Tell," which will be NBCast Sunday (9:00-10:00 P.M.) on the "Alcoa Hour." . . . Stan Byrnes of the firm's west coast office has been named sales manager for Studio Films, Inc., by George G. Weiss.

☆ ☆ ☆

Ten of the 15 telefilms, comprising the "Anniversary Package" now being marketed by ABC Film Syndication either won or the respective stars won citations: "Brief Encounter"—N. Y. Film Critics and Int. Fed. of Film Critics Awards. "The Browning Version"—Cannes and Berlin Film Festival Awards. "Black Narcissus"—Academy Award and N. Y. Film Critics Award. "Christopher Columbus"—stars Fredric March, two-time Academy Award winner. "Crash of Silence"—one of 1953's Ten Best Movies voted by Gen. Fed. of Women's Clubs. "Great Expectations"—Academy Award winner. "Jassy"—stars Margaret Lockwood, National Film Award winner. "Kind Hearts and Coronets"—one of the best films of 1950 (Time Mag.). "Man in the White Suit"—second best movie of 1952. (National Board of Review). "Seventh Veil"—stars James Mason, four-time winner, Motion Picture Herald-FAME Poll. "Quartet" —second best movie of 1949 (National Board of Review).

☆ ☆ ☆

Henry F. Woods, Jr., manager of general publicity, and Harry Rauch, manager of the radio-TV publicity department, respectively, for Young & Rubicam, have been upped to veeps there. Congrats. . . . For handing this department the best laugh of the week, the enterprising flack for George Blake Enterprises rates these few lines. His release announcing the fact that the Blake firm, in filming musical spots for the Schaefer Beer account, required several different musical ensembles to play the Schaefer theme. The release continues—and we quote: So how do you like it Hillbilly? Calypso? String Quartet? Dixieland? or just plain Christmas music with sleigh bells and the swish of falling snow? Unquote. We'd like to hear the version depicting "the swish of falling snow." (tee-hee.) . . . ABChief Leonard Goldenson, chairman of the board of United Cerebral Palsy, will preside at its annual convention to be held this Friday, Saturday and Sunday at the Hotel Statler in Boston. . . . Harry Mandel invited us to visit the Palace Theatre on Times Square over the week-end. The wonderful hillbilly and folk music offered by the "Grand Ole Opry" gang, including Roy Acuff, Kitty Wells, Johnnie & Jack, Ruby Wells, Pappie and his Jug Band, Smokey Mt. Boys and the Cedar Hills Square Dancers plus the enthusiastic reception accorded their efforts by the city slickers in the audience, made us think we were back at the Rymer Auditorium in Nashville where we first watched this hootenany.

Fox Sound

(*Continued from page* 9)

house. Skouras said that the attachment may be purchased on credi extending for three years or more i necessary.

Referring to CinemaScope progress Skouras said there are now 16,00 installations in the United States an that of the 18,000 theatres abroad 13,756 have been scope-equipped.

Twentieth-Fox, in its new development, has steered clear of the so-called "combination" print, to be adopted by M-G-M, which combines an optical sound track with the magnetic sound tracks. The position of 20th-Fox has been that it will not compromise on what it believes to be the supremacy of magnetic sound.

The company in a statement also described two systems used in conjunction with the development. They are the AMPEX single-track magnetic sound system, and the Magnasync Magnaphonic single channel magnetic sound system. Necessary Simplex units also can be purchased from National Theatre Supply, it was added.

Italian Duty

(*Continued from page* 1)

ture Export Association, who left Washington hurriedly last weekend in an effort to stave off proposed restrictive measures against American films.

An increase of compulsory projection of native product to 120 to 160 days yearly, as compared to the present 80 days, is now being sought by ANICA. The all-industry organization also has asked the government to increase the frozen deposit required of non-native films from 100 to 200 per cent.

At present a frozen deposit of 2,500,000 lira has to be made for each non-native film, with some exceptions, which is more than 1,000 meters long and shown dubbed in the Italian version. The deposit, according to the policy, will be returned without interest after 10 years.

Meanwhile, it is used for financing native production at the official rate of discount of the Bank of Italy plus 4.5 per cent. Exempt from this duty are: foreign films shown in the original version with or without Italian titles; foreign films from countries with special agreements; one dubbed foreign film for each native film produced.

The board of directors of the Motion Picture Export Association met here on Monday reportedly to hear a telephonic report by MPEA vice-president Griffith Johnson from Rome.

Portland Exhibitor Dies

PORTLAND, Ore., Nov. 8. – S. Murray (Sam) Williams, 71, first manager of the Orpheum Theatre here for Sullivan-Considine, and a one-time actor, died at his home here of a heart attack. He was a native of Dixon, Tenn.

REVIEW:

Running Wild

Universal

THE TITLE of this picture is derived from the fact that it deals with a gang of teen-age hoodlums engaged in stealing automobiles. As still another picture devoted to the theme of juvenile delinquency, it is somewhat deficient in competitive assets. Obviously low-budgeted, the film develops an exceedingly trite story line and has no important marquee names to help with the possible exception of the up-coming Mamie Van Doren, who makes a solid impression in a couple of early scenes and then is virtually dropped for the remainder of the film's running time.

Once introduced to the hero, William Campbell, and then told that he is not the gang member he appears to be but an undercover agent for the police, most audiences can predict the ensuing plot. Scriptwriter Leo Townsend provides no surprises: Campbell is at first regarded with great suspicion by the car thieves but wins the confidence of their leader (played by Keenan Wynn) and gradually gets the goods on them. To do so he is forced to court Wynn's girl friend (Kathleen Nash) and the picture slows down considerably to develop this romance. For action there are two gun fights and fist fights apiece, but the excitement is brief.

The one episode in which the picture manages to kick up some momentary diversion is set in a teenage "juke box joint" and exploits the charms of Miss Van Doren. Joined by a large group of Universal extras she dances frenziedly—decked out in a tight-fitting sweater and skirt—to a "rock-and-roll" number called "Razzle Dazzle." This is the picture's big moment and since it occurs at the beginning, "Running Wild" has nowhere to go.

Running time, 81 minutes. General classification. For December release.

Genn Sues Russfield, Alleging Pact Breach

HOLLYWOOD, Nov. 8.—Russfield Corp. yesterday was sued in Superior Court here by Leo Genn, British actor, for $35,000, assertedly due him under a contract calling for 10 weeks of work in "Run for the Sun."

The actor alleges the script was changed in such a manner as to minimize his role, and he refused to perform. The suit asks travel expenses in addition to the amount named.

Name Committee Heads for V.C. Meet

Spyros Skouras, Jr., will serve as chairman of the Souvenir Journal committee for the Variety convention which will be held here May 9-12, 1956, it was announced by Martin Levine, chairman of the convention.

Other appointments were Burt Robbins to act as chairman of events, and Ira Meinhardt to serve as chairman of convention operations.

Fla. Meet

(Continued from page 1)

and they're trying in any way they can to make a beachhead in the homes of America."

The exhibitors applauded Starr's description of the work already done by the Committee Against Pay-See TV.

Robert W. Coyne told MPEOF that the Audience Awards have three purposes, "to provide Hollywood with information, to provide us with a useful and desirable type of promotion and to bring a needed search for new star talent."

Report by Sarra

Lamar Sarra, vice-president of Florida State Theatres and MPEOF's legislative chairman, gave a report on the work accomplished and warned against an attempt to revise the state's sales tax which would result in a tax on film rentals, which are now exempt from state taxation.

Other speakers were Ray E. Green, state comptroller; Horace Denning, Theatre Owners of America vice-president; Bolivar Hyde, a director of TOA; U. S. Sen. Spessard Holland; MPEOF president Jerry Gold; Mayor Haydon Burns and Russell Kay, newspaperman whose syndicated column is used in 194 Florida weekly papers and magazines.

Joan Crawford a Guest

Joan Crawford, guest of honor at the Monday luncheon, told the exhibitors that her main aim in pictures is to "provide them with good movies that will be easy to sell."

The Motion Picture Advertising Co. was host at an evening cocktail party which was followed by a buffet dinner and dance in the Roosevelt's ballroom.

Majors in Percentage Action Against Long

Special to THE DAILY

GALVESTON, Tex., Nov. 8.—Eight motion picture distributors each filed a percentage action in the Federal Court here last week against John G. Long, Bryan Powell and various corporations and partnerships with which Long was associated in the operation of a circuit of theatres in this state.

Paramount, Loew's, Warner Bros., 20th Century-Fox, R.K.O., United Artists, Universal and Columbia are the plaintiffs.

Officials to Attend Chi. Bow of 'G and D'

Producer Samuel Goldwyn and his wife, and Howard Dietz, M-G-M vice-president, left here yesterday for Chicago to attend the Midwestern premiere of "Guys and Dolls" at the Chicago Theatre on Friday.

Marlon Brando, Jean Simmons, Stubby Kaye and the Goldwyn Girls, plus David Golding, publicity head for Goldwyn Productions, also will attend the opening. Goldwyn will return to New York at the weekend.

UA to Distribute Preminger's 'Arm'

United Artists, which is a heavy investor in Otto Preminger's production, "The Man with the Golden Arm," will exercise its option to release the picture, it was announced on Monday by U.A. president Arthur B. Krim.

The decision to distribute the film was made after Krim, Robert S. Benjamin, chairman of the board, William J. Heineman, vice-president in charge of distribution, and Max E. Youngstein, vice-president, viewed a rough cut of the picture in Hollywood last weekend.

Krim declared that UA regards the Preminger production as one of the most important pictures ever handled by the company. Under the agreement with Preminger, UA has the right to refuse to distribute the picture.

Preminger, in an interview here a number of weeks ago, said that the Production Code administration had not approved the script of "Golden Arm" because it deals with narcotics.

Four-Times Jane

HOUSTON, Nov. 8. — The Shepherd Drive-in Theatre here ran a show consisting of four Jane Russell films, "Las Vegas Story," "Naughty Widow," "Double Dynamite" and "Montana Belle."

PEOPLE

Charles Schlaifer, president of Charles Schlaifer and Co., and a leader in the field of mental illness and health has been elected vice-chairman of the board of directors of the National Association for Mental Health.

□

Frank Kassler, president of Continental Distributing, has retained **Johanna Grant,** free-lance publicist formerly associated with Italian Films Export and James D. Proctor Associates. **Miss Grant** will work with **Sheldon Gunsberg,** director of advertising and publicity.

□

John O'Sullivan, who has been supervising Lockwood & Gordon drive-in theatres at Bridgeport and Danbury, Conn., has been promoted to the post of central New England division manager, supervising theatres in New Hampshire, Massachusetts and Rhode Island.

□

Mark Sheridan, 20th Century-Fox Southwest district manager, was at the Houston branch for a sales meeting, finishing up a two-week tour which took him also to Oklahoma City.

A HAL WALLIS PRODUCTION

ANNA MAGNANI

Puts the Indelible Mark of Greatness on

THE ROSE TATTOO

in her first American picture— playing a passion-stricken woman in a body and soul affair . . .

A PARAMOUNT PICTURE IN VISTAVISION

Global Meet

(Continued from page 1)

vice-president in charge of production, will co-host the gathering, which will be highlighted by the screening of 12 or more major productions, including rough cuts and parts of pictures not yet completed.

Home Office Officials to Attend

A series of business sessions throughout the conference will then develop sales policies and merchandising and promotion plans for the pictures from an international viewpoint. Attending the week-long meeting will be some 75 company delegates, including a large number of home office executives, regional sales directors, territorial managers and sales chiefs of each country, and top publicity personnel.

Loew Says that Ordinary Theatres Will Retain 35mm.

LONDON, Nov. 8.—On his arrival here from Germany today, Arthur M. Loew, president of Loew's International Corp., said that screens of the future will utilize 55mm. projection with ordinary exhibitors taking 35mm. reductions of the 55mm. productions.

Delay Co. Heads' 'Formula' Meet

The meeting of company presidents, slated for yesterday, has been indefinitely postponed pending further study by company representatives of suggested global formulae on the division of permits.

Meanwhile, company representatives are slated to continue their series of meetings on the problem. It is understood that the Motion Picture Association of America is applying a number of recommended formulae to given territories, as a test of how they would work out in a given situation and time. Results of the MPAA work will be given at the forthcoming meeting of company representatives.

REVIEW:

Artists and Models

Paramount—Hal Wallis—VistaVision

A SLAP-HAPPY PRODUCTION in color by Technicolor, which runs the gamut from the ridiculous to the sublime and which should please Dean Martin and Jerry Lewis fans, is "Artists and Models." It is a typical, lighthearted film which should appeal to the young of all ages, and also to exhibitors who have had some measure of success with other Martin and Lewis films. The Hal Wallis' production in VistaVision which also has Dorothy Malone, Shirley MacLaine and Eddie Mayehoff of "That's My Boy" fame as other marquee bait, was first produced by Paramount in 1937, and again in 1938, with Jack Benny in the leading role.

Like the previous pictures of the same title, this version offers plenty of cheesecake and feminine pulchritude, plus songs and dances. High points of the picture are sequences in which Miss MacLaine outshines Lewis in the mugging, clowning and overall comic departments, and when Mayehoff appears in his role of a publisher of gory comic books.

The story is well suited for Martin and Lewis, as the former portrays a singing artist and the latter a "brainwashed," idiotic youth who achieves his status by reading too many comic books. When Martin is unable to obtain an illustrator's job, he finally lands one illustrating comic books —the type that offer kids plenty of violence, plus science fiction, by using nightmarish dreams which come from Lewis' warped mind. The comic book story deals with a secret formula for guided missiles and attracts the attention of the Secret Service and enemy spies. Miss Malone, besides portraying the romantic interest opposite Martin, also is an illustrator. Miss MacLaine has the role of Mayehoff's secretary and models on the side as "The Bat Lady."

Eva Gabor shows all of her charms, but little acting ability. Others helping the picture along are voluptuous Anita Ekberg and youngster George "Foghorn" Winslow. Frank Tashlin directed from a screenplay written by himself, Hal Kanter and Herbert Baker. All in all, it is below par for a Martin and Lewis film.

Running time, 109 minutes. General audience classification. Release, in December.

LESTER DINOFF

NEW!

TWA's SUPER-G CONSTELLATIONS TO EUROPE!

THE ONLY ONE-STOP THRU-PLANE SERVICE FROM THE WEST COAST!
FINEST NON-STOP SERVICE FROM NEW YORK!

Here's good news for transatlantic air travelers! Now you can fly the world's newest, quietest, most luxurious long-range airliners to Europe! TWA's Super-G Constellations offer the only ONE-STOP service to Europe from the West Coast . . . the most modern, comfortable NON-STOP service to Europe from New York. For reservations, see your TWA travel agent, or call TWA, Trans World Airlines.

Fly the finest... FLY TWA
TRANS WORLD AIRLINES
U.S.A. • EUROPE • AFRICA • ASIA

Yates

(Continued from page 1)

an upward trend but instead foui attendance still declining.

"Theatremen are all leaning to tl foolish idea of making bigger an better pictures, but when there's big fight, they all stay at home Yates said. "Why don't they sto hollering and get down to facts the Republic president asked.

Cites Rise in Costs

"They don't realize that productio costs are up 150 per cent and tha Uncle Sam pays for every commer cial on television whether it's Forc lipstick or underwear. We have no realized that we are in competitio with Uncle Sam. The film busines should be required to make up it mind from whence its money comes, Yates said.

Yates dropped a hint that his lab oratories have developed a three-len process which "makes Todd-AO lool like child's play." He said that onc it is fully developed, the televisio potential for the process will be investigated.

'Guys' Sets Record For Capitol Here

A record-breaking $87,247 wa racked up for the initial three day of "Guys and Dolls" at the Capito Theatre here, breaking all weekend gross records in the 36-year history of the Broadway showcase, it was announced by Eugene Picker, vice-president of Loew's Theatres.

In addition to the unanimous appraisal of the picture by New York newspaper film critics, the mass circulation "New York Daily News" on its editorial page on Saturday gave special praise to "Guys and Dolls."

Kontulis President Of S-W Circuit Club

Charles Kontulis was elected national president of the Stanley Warner Club, it was announced here following the annual meeting of the board of directors. Other officers elected by the board were: vice-presidents, Harriet Pettit, Stanley Amster, Etta Rodoff, Fred Stengel and Donald Sherwood; treasurer, John T. Holmes; secretary, Stuart H. Aarons.

Set Mexican C'Scope

MEXICO CITY, Nov. 8.—Veteran director Tito Gout will produce and direct "Adam and Eve," in CinemaScope and color, starring Christiane Martell and Carlos Baena, it was announced. The film is expected to go into production early in January.

Walter L. Hudson, 66

ATLANTA, Nov. 8.—Walter L. Hudson, 66, veteran projectionist, died in a private hospital here following a short illness. He had retired last March after 52 years as a projectionis serving in most of Atlanta's major theatres.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

)L. 78. NO. 91 NEW YORK, U. S. A., THURSDAY, NOVEMBER 10, 1955 TEN CENTS

qual to $3.51

'ara. Profit 'or 9 Months ;7,680,000

5,558,000 Earned in 'hree Quarters of '54

Paramount Pictures Corp. yester- ay estimated its consolidated earngs for the nine months ended Oct. at $7,680,000, after taxes. The result compares with consolidated earnings for the first nine months last year of $5,558,000, Barney Balaban, Paramount president, reported.

Barney Balaban

In the nine months of 1954 there was included an additional amount f $832,000 earned by a non-recur-

(Continued on page 10)

FFPA Will Protest Spain, Italy Censors

By J. A. OTTEN

WASHINGTON, Nov. 9.–The International Federation of Film Prolucers Associations will protest to the talian and Spanish governments gainst present censorship regulations n those countries. This was decided y the federation's administrative ouncil as it wound up the official usiness part of a three day meeting ere at the headquarters of the Moion Picture Association of America.

Tomorrow the delegates here from oreign countries will hold an in-

(Continued on page 7)

AB-PT's Board Sets Regular and Extra

The board of directors of American Broadcasting-Paramount Theatres has leclared an extra common stock divdend of 20 cents per share in addiion to the regular quarterly dividend f 25 cents per share, it was an-

(Continued on page 10)

Allied's EDC on Regional Basis; $200,000 Fund Goal

Will Encompass Some Caravan Duties; Entered in Fight by Allied on Circuit Expansion as Ass'n Convention Closes

By AL STEEN

CHICAGO, Nov. 9.–Expansion of Allied States' Emergency Defense Committee to embody, in effect, part of the functions of Allied's Caravan Committee was announced here today at the final session of the organization's national convention.

Caravan, it was learned, has been inactive for more than six months. The new EDC plan was announced to the convention by Irving Dollinger of New Jersey.

Under the plans, each Allied unit will have an EDC "watch dog" who will police the local situations for the purpose of seeing that each member gets the same kind of treatment and terms from each company and to determine whether a new sales policy is on a local or national basis. The "watch dog" will be responsible to the Allied regional vice-president. The national EDC will be composed of all the Allied officers and the regional vice-presidents.

If a problem arises that cannot be

(Continued on page 6)

Set First Film

O'SheaNames Dozier RKO Filming Chief

From THE DAILY Bureau

HOLLYWOOD, Nov. 9. – William Dozier, director of network programs for CBS television since 1951, has been appointed vice-president in charge of production for RKO Radio Pictures, it was announced by Daniel T. O'Shea, president.

Dozier will begin his executive duties at RKO on or about Dec. 1

(Continued on page 11)

Selznick to Produce 'Arms' for RKO

The Selznick Company has acquired motion picture rights to Ernest Hemingway's "A Farewell to Arms," it was announced yesterday by David O. Selznick, who will produce it as the first under his new distribution affiliation with RKO Radio Pictures.

The property was produced by

(Continued on page 11)

16mm. Trial Closed; Opinion by Yankwich Seen in 2 or 3 Weeks

By WILLIAM R. WEAVER

LOS ANGELES, Nov. 9.–Just 25 court days after going to trial on Sept. 22, the government's conspiracy case against five major companies charging them with conspiring to withhold 16mm. prints from outlets competitive with 35mm. theatres was closed tonight, with Federal Judge Leon R. Yankwich taking the decision under advisement in the expectation of giving a written opinion in the next two or three weeks.

Defense counsel Macklin Fleming compared the government's complaint to "Robin Hood Economics" and defense attorney Homer I. Mitchell told

(Continued on page 11)

Skouras Tells Showmen:

New 55mm 'Scope Process May Spur One-Track Magnetic Unit Adoption

By MURRAY HOROWITZ

Hope that 20th Century-Fox's new 55mm. CinemaScope process will stimulate exhibitors to purchase single magnetic track adaptors was voiced here yesterday by 20th-Fox president Spyros P. Skouras.

Skouras spoke prior to demonstrations at the home office projection room, attended by company presidents, theatre company executives, home office officials, and trade press reporters. Some 170 people broke into spontaneous applause following the one of four demonstrations yesterday. Shown were sequences from "Carousel," the first picture to be shot in 55mm. for 35mm. projection.

An enthusiastic appraisal of the process, based on a demonstration in Chicago in conjunction with the Allied States convention, was published in yesterday's MOTION PICTURE DAILY.

The 20th-Fox president told his

(Continued on page 7)

Allied Aims to Bar Gov't Approval of Arbitration Plan

Special to THE DAILY

CHICAGO, Nov. 9.–Allied States Association was authorized and directed by its convention today to take necessary and "legally feasible" steps to prevent the approval of the Levy-Schimel arbitration draft by the Attorney General and/or by the United States District Court.

In a resolution passed by the convention, Allied also was directed to enlist the cooperation and support of all independent exhibitors in a grass roots campaign "if it shall appear necessary as a last resort to present this problem, or other problems dealt with at this convention, to the appropriate committees of Congress with a view to securing legislative relief against pre-releases and other abuses condoned by the plan."

PERSONAL MENTION

GEORGE WELTNER, head of worldwide sales for Paramount, will return to New York on Monday from Europe. **CHARLES BOASBERG**, his special assistant, is in Boston today from New York.

•

NORTON V. RITCHEY, president of Allied Artists International, and **EDWIN J. SMITH, JR.**, vice-president and overseas supervisor for European operations, will leave here for England today aboard the "Queen Elizabeth."

•

SAMUEL ROSEN, Stanley Warner executive vice-president, became a grandfather for the third time this week when a son was born to **DR.** and **MRS. JACK YELLEN** at Flower Fifth Avenue Hospital here. **MRS. YELLEN** is the former **HELEN ROSEN**.

•

MOREY R. GOLDSTEIN, Allied Artists vice-president and general sales manager, will leave here for Chicago at the weekend.

•

GEORGE H. ORNSTEIN, United Artists representative in Spain, will leave here by plane tomorrow for Madrid.

•

A. L. PRATCHETT, Paramount Latin American division manager, is due in New York on Sunday from Mexico City.

•

JAMES R. VELDE, United Artists Western division manager, will return to New York today following visits to key cities of the West Coast.

•

E. S. GREGG, president of Westrex Corp., has returned to New York from Paris.

•

C. J. TEVLIN, of Hughes Tool Co., will return to the Coast over the weekend from New York.

•

OSCAR A. MORGAN, Paramount short subjects sales manager, will return to New York today from Boston.

•

HARRY BROWNING, of New England Theatres, has returned to Boston from Hartford.

•

CLIFF WILSON, of the ABC Booking Service, Atlanta, has returned there from Jacksonville.

No Paper Tomorrow

MOTION PICTURE DAILY will not be published tomorrow, Veterans Day. Home offices of film companies will be closed for the day.

Court to Set Date for Early Re-Trial of U.S. Contempt Case Against Schine Circuit

From THE DAILY Bureau

WASHINGTON, Nov. 9.–A Federal District court judge has indicated his intention to set an early date for a new trial of the government's criminal contempt charges against the Schine Theatre circuit.

An earlier, lengthy trial proved useless when presiding Judge John Knight died earlier this year. The Justice Department, which contends that Schine failed to carry out the terms of the consent judgment that settled the government's anti-trust suit against the circuit, then moved for a new trial.

At a pre-trial conference in Rochester, Federal District Court Judge Burke indicated he would shortly set a date for the new trial, and that he expected the trial to start soon in Buffalo. Justice attorneys said they hoped this new trial would be far shorter than the first one, and that they would be able to stipulate as part of the proceedings of the new trial much of the testimony put forth in the earlier one.

UA Sets $1,000,000 Ad Budget for 'Great'

United Artists has set a budget of at least $1,000,000 for the advertising, publicity and exploitation campaign for Robert Rossen's CinemaScope production of "Alexander, the Great," it was announced here yesterday by vice-president Max E. Youngstein.

The maximum-penetration campaign will be launched this month and carried through to the release in February of the film. The outlay encompasses saturation ad and publicity coverage in mass-circulation magazines, key-city newspapers, and on network television and radio.

Francis M. Winikus, national director of advertising, publicity and exploitation, will coordinate the home office and field participation in each phase of the $1,000,000 campaign.

Funeral Services in Dallas for McCraw

DALLAS, Nov. 9.–Funeral services for Judge William C. McCraw, 59, executive director of the Variety Clubs of America, who died of a heart attack on Tuesday, will be held here tomorrow at the Cliff Temple Baptist Church. McCraw will be buried in Grove Hill Memorial Cemetery here. He is survived by his wife, Louise, a brother, John B., and a sister, Marie Robinson.

Picker to Europe

Arnold M. Picker, United Artists vice-president in charge of foreign distribution, will leave here tomorrow for a four-week tour of Europe for conferences with company executives on sales and promotion.

Elected CBS Director

Mrs. Millicent C. McIntosh, president of Barnard College, was elected to the board of directors of Columbia Broadcasting System, it was announced here yesterday by William S. Paley, board chairman.

Trans-Lux Leases Two D.C. Theatres

WASHINGTON, Nov. 9. – The Trans-Lux Corp. has leased two Washington theatres, the Plaza and Little, small "art" theatres, from Sam Roth Theatres. The Roth chain has operated the Plaza as a first-run house and has used the Little for first-run, subsequent runs and revivals. Trans-Lux also operates the Trans-Lux Theatre here.

Trans-Lux vice president Richard Brandt, who effected the deal, said his firm would continue to show first-runs at the Plaza. He added that the Little would show first-run films when available.

The lease of the two theatres by the Roth chain is reported to have been occasioned by the long illness of chain president Sam Roth. It is reported that no changes are planned for the rest of the Roth chain.

TV Group to Launch Membership Drive

An East Coast membership drive of the Academy of Television Arts and Sciences will be launched next Tuesday at a Plaza Hotel luncheon here in honor of Eastern Academy winners, Don DeFore, president, announced in Hollywood.

Co-hosting the luncheon will be Johnny Mercer, Walt Disney, Dr. Frank Baxter and Thomas Freebairn-Smith, executive secretary of the Academy.

N.Y. Film Editors Elect New Officers

The Motion Picture Film Editors, Local 771, IATSE, have elected Morrie Roizman president for 1956, it was announced. Other officers elected were Michael Prusch, vice-president; Rosemarie H. Herman, secretary; John Oxton, treasurer; Charles Wolfe, business agent; Fred Edwards and Edward Wyant, Jr., sergeant-at-arms; Fred Ahrens, chairman of the board of trustees.

. . . NEWS ROUNDUP

NTFC Sets Fall Forum

The National Television Fi Council will hold its fall televisi film forum on Nov. 17 at the Ho Delmonico here, it was announced president John J. Schneider.

■

'Marty' Sets Another Recor

"Marty," which is currently in 14th week at the Kenmore Theat Boston, has earned more than $5 000 during the run and has earn more film rentals than any oth United Artists release in New En land, according to theatre own Louis Richmond.

■

Col. Erecting New Office

Columbia Pictures is building new branch office building in Cha lotte, N. C., which will house t inspection and shipping rooms in t basement.

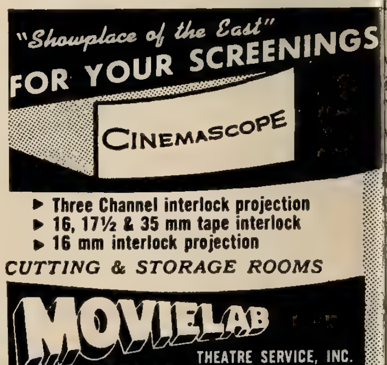
■

Seek New Parking Law

Buffalo exhibitors have asked t city's board of restrictions to lift t night-time parking ban on Ma Street as a boon to hard-presse amusement and shopping center George MacKenna, president of t Main Street Association, said that t ban should be lifted to permit par ing after 6 p.m. when traffic is ligh

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
"THE TENDER TRAP"
in CinemaScope and Color starring
Frank SINATRA • Debbie REYNOLDS
David WAYNE • Celeste HOLM
AN M-G-M PICTURE
and SPECTACULAR STAGE PRESENTATION



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PEOPLE

Dr. **Axel G. Jensen,** engineering e-president of the Society of Mo- n Picture and Television Engi- ers, has been nominated as a ector of the American Standards sociation, it was announced by **n G. Frayne,** president of the IPTE.

□

Al Grubstock has been appointed es manager at the San Francisco arner Brothers exchange office, re- acing **Carl Miller** who has been nsferred to Denver in a similar pacity.

□

Ralph M. Sacks, salesman for ited Film Service, has joined Guild lms as sales representative in the . Louis area.

□

David E. "Skip" Weshner has been pointed sales representative for irk Douglas' Bryna Productions and ill handle "The Indian Fighter," the st of six films to be made by Bryna r United Artists release.

□

Betty Landers, formerly secretary **Arthur C. Bromberg,** president of llied Artists Southern Exchanges, tlanta, has resigned to go with nited Artists as secretary in the ooking department.

□

Joseph S. Boyle, with Loew's Theatres, Inc., for the past 28 years, and ost recently manager of the Loew's oli, Norwich, Conn., has joined the ditorial staff of the Norwich "Bulle- n."

□

Dr. Carter B. Story, Mrs. R. B. ryce, Claude Aubry and **E. J. Spicer** ave been named honorary directors f the Ottawa Film Council.

Mort Blumenstock Here

Mort Blumenstock, Warner Bros. ice-president in charge of advertis- g and publicity, has arrived in New ork from Burbank for discussions vith home office executives on nerchandising plans for "The Lone anger," "The Court-Martial of Billy litchell," "Helen of Troy," "Miracle n the Rain," "The Spirit of St. ouis," "Giant" and "Moby Dick."

$170,000 for 'Guys'

"Guys and Dolls" is expected to ack up a resounding $170,000 for ts initial week ending tonight at the apitol here, running neck-and-neck vith the Capitol's all-time grosser 'From Here to Eternity," which hit 172,000 for its first week. However, dmission prices for "Guys and Dolls" ave been boosted.

Newspaper Publicity Said to Be 'Heavy' On Awards Election

A heavy volume of newspaper publicity on the Audience Awards election is beginning to roll throughout the country, Robert W. Coyne, special counsel for the Council of Motion Picture Organizations, reported here yesterday.

"Exhibitors everywhere should take advantage of this mounting press interest and make certain that their local newspapers are adequately supplied with data on the poll," he declared.

Coyne added that "this material is available in the press book and the special bulletins sent out during the campaign, but COMPO will be pleased to supply any additional material which may be needed."

Activity in Denver, Birmingham

A 10-page supplement on the Audience Awards election was published last Tuesday by the Birmingham (Ala.) "News." It was prepared by Lily May Caldwell, amusement editor, from material furnished by COMPO following her visit to New York last week. The Birmingham "News" and the theatres of that city are jointly sponsoring a prize contest in connection with the election, with $500 in cash prizes and 500 theatre passes to the lucky contestants.

Large supplements, devoted entirely to the Audience Awards, also were published on Oct. 29 by the Rocky Mountain "News" and on Oct. 30 by the Denver "Post," and many others have published feature articles.

Set Promotional Meet on 'Ranger'

Top advertising and promotion executives will assemble here on Monday for a one-day meeting to make plans for the 23rd anniversary of "The Lone Ranger" and the simultaneous presentation of Warner Brothers feature-length WarnerColor production "The Lone Ranger," based on the celebrated radio and TV personality.

Jack Wrather, president of The Lone Ranger, Inc., and Mort Blumenstock, vice-president in charge of WB advertising and publicity, have invited heads of 15 major U. S. companies and 34 nationally known merchandising licensees to the meeting, to be held at the Roosevelt Hotel. It will be the first over-all national gathering of the Lone Ranger affiliated organizations ever to be held.

William A. Sanges, 79

ATLANTA, Nov. 9.—William A. Sanges, 79, who was in show business for over 40 years and was present in the Buffalo, N. Y., Music Hall when President William McKinley was shot, was suffocated in a fire at his home here last week. Sanges at one time was branch manager for Arthur C. Bromberg's Progress Film Exchange here.

Two Governors Proclaim Awards Week

Governors Stratton of Illinois and Ribicoff of Connecticut have issued proclamations designating Nov. 17-27 as "Audience Awards Week."

Similar proclamations are on the desks of Governors Harriman of New York and Leader of Pennsylvania awaiting their signature, it was revealed yesterday by the Council of Motion Picture Organizations.

Toll-TV Will Affect US Economy: Salant

Special to THE DAILY

MINNEAPOLIS, Nov. 9. — Subscription television would result in less efficient distribution of goods, thereby adversely affecting the nation's economy, Richard S. Salant, vice-president of the Columbia Broadcasting System, declared in an address before the Minneapolis Advertising Club today.

Citing the inevitability of this injurious effect, Salant said:

"Efficient distribution traditionally results in making goods available to more people and at lower cost. Certainly advertising is accepted as a major factor in distribution. And, as is so clearly evidenced by its wide use by American industry, television is one of the most effective forms of advertising.

Sees Nation "Less Well Served"

"Since television is so important and so useful as an advertising medium, the country's economic interests are less well served if advertisers are forced from a most efficient medium to less efficient media."

Salant pointed out that "the proponents of pay television have themselves, in effect, conceded that pay television would adversely affect television as an advertising medium." In any event, he stated, the very nature of how pay television would function would inevitably result in advertisers being deprived of the best hours and the best programs.

'Oklahoma!' Sets Holiday AM Show

Special morning performances at reduced prices for "Oklahoma!" at the Rivoli here during the week between Christmas and New Year's, were announced yesterday by Montague Salmon, managing director.

The special morning performances, to be held every day except Sunday during the holiday week, will feature the following schedule of prices: loge, $1.50; orchestra, $1.25 and balcony, $1. The morning show will start at 10:00 A.M.

Two afternoon matinees also will be held during the holiday week. Afternoon performances will begin at 1:30 P.M. and at 5:00 P.M. daily from Christmas Day through Jan. 2. Orchestra and loge seats are priced at $2.75 and balcony seats at $1.75 and $1.50 for the afternoon shows.

Financing Set

Aldrich Will Produce Five For UA by '57

The Associates & Aldrich Co. will produce five pictures for United Artists release by early 1957, according to producer-director Robert Aldrich, who is in New York for the opening of his latest film, "The Big Knife."

Robert Aldrich

Aldrich in revealing that UA will financially aid in the production of his properties, said that "Hollywood producers are confronted with an actor's era. There are plenty of stories around, but their productions must wait for actors and their availability, and once the actors are free, they pick their vehicles by playing 'blind-man's-bluff.'"

The independent film maker, in discussing the casting problems confronting all producers, said that once a "name" actor is secured, "it is easy to get financial investments necessary to produce an independent film."

Has Six Properties

Aldrich said that he has six properties, with five of them set for UA release. The properties are "The Fragile Fox," "Candidate for President," "Machine for Chuporosa," "Tyranny," "Kinderspiel" and "Pot Luck for Pomeroy." He also said that he plans to produce one television show for the Screen Directors Guild and that he has submitted a script to CBS-TV for a "spectacular" which is based on a Western film with youngsters playing the key roles.

Larger Screen Gems Domestic Sales Staff

The field sales staff in the U. S. and Canada of Screen Gems, television subsidiary of Columbia Pictures, has been nearly doubled in the past month, John H. Mitchell, vice-president for sales, announced here.

There are now 26 representatives on the sales staff in the United States, Canada and England with 16 on the field staff in the United States. Seven new salesmen have joined district offices in Atlanta, Cleveland, St. Louis and San Francisco, Mitchell said.

Equals Guild Record

Vittorio De Sica's "Umberto D.", in its first two days at the Guild Theatre here, grossed $3,250, equaling the record set by "Gate of Hell", according to Norman Elson, president of Guild Enterprises.

THIS IS THE FIRST TRADE STATEMENT OF ITS KIND EVER MADE BY NICHOLAS M. SCHENCK-

"As an exhibitor myself for many years, I think I am justified in believing that my opinion merits consideration by theatre men.

"I have never before used this means of communicating with showmen so that what I say here obviously comes to you with the greatest sincerity.

"I wish to tell exhibitors that never before in the 35 years of M-G-M's existence have I seen, within one week, two attractions of such importance at the box-office as 'THE TENDER TRAP' and 'I'LL CRY TOMORROW.'

•

"The report has already been published that the audience survey of 'THE TENDER TRAP' was the most successful of any theatre poll ever undertaken by Film

(*Continued*)

Research Surveys. This wonderful comedy which stars Frank Sinatra, Debbie Reynolds, David Wayne and Celeste Holm must be seen to be fully appreciated. It is in a class by itself. I urge you to see it.

"Time will tell you much better than I about 'I'LL CRY TOMORROW.' M-G-M had a great story property to begin with, a best-selling novel, the real-life story of the remarkable girl Lillian Roth and her heart-lifting fight to come back from defeat to decency. I wept when I saw this picture. So will you. Our Studio has made a production that will outlast us all. It will be a classic of the screen. Millions of people already know about this courageous girl and our picture which tells of her life with frankness and realism, yet with wonderful compassion, is eagerly awaited throughout the nation. I pay tribute publicly to Susan Hayward who plays Lillian Roth and to all who had a hand in the making of "I'LL CRY TOMORROW.'"

Sincerely yours,

NICHOLAS M. SCHENCK

PRESIDENT, M-G-M PICTURES

Reports on Clinics Heard as Allied Meet Closes

New Duties For Allied's EDC Group

(*Continued from page* 1)

handled locally, a national officer will be called in and he will meet with the involved company's general sales manager in an effort to solve the matter. A fund of $200,000 to implement the activities of the plan has been proposed and Allied members will be asked to subscribe to it on an "equitable basis." Although the convention did not vote on the plan formally, there were no objections to the project from the floor.

Will Fight Circuit Expansion

The EDC also will be brought into Allied's fight against circuit expansion. In its directive to Abram Myers, general counsel, on the curbing of circuit acquisitions, it was brought out that the local EDC units will be charged with the duty of reporting to the national association all instances of activity by "promoters or front organizations that cannot be accounted for locally and which appear to be attempts by the divorced circuits to invade the area," in hopes of heading off such projects in their initial stages.

Announcement of the new EDC project followed a report on the film clinics, in which it was asserted that the film companies were not living up to their promises to the joint exhibition committee.

Sig Goldberg, clinic coordinator from Wisconsin, gave a summary of the various clinics' findings and reported that 50 per cent of the situations grossing $500 a week were being forced to play product on percentage. He contended that in towns up to 20,000 population, very few exhibitors could buy on flat rental.

Told 'No Prints'

Unless the theatres were willing to pay the demand price, they were told there were no prints available, Goldberg said. He said that exhibitors charged that Paramount was the worst offender on the print situation.

Goldberg said that several clinics had charged that Universal was using "To Hell and Back" as a "stop" picture; that is, exhibitors were told they had to play every Universal picture up to that one before they could get the Audie Murphy film. He said that steps may be taken to get a court decision on the practice. The clinics also brought out, he said, that some drive-ins had been refused top pictures in the off-seasons.

An important complaint, Goldberg said, involved C.O.D. film shipments to exhibitors who are in the midst of negotiating an adjustment on previously played product.

It was contended that Warner Brothers was the company most difficult with which to do business, with Paramount in second place. The fairest company, according to the small town clinics, was M-G-M, with 20th Century-Fox a close second.

Benjamin Berger, head of North Central Allied, lashed out at distribution, charging that its alleged monopolistic practices had not been curbed and that the company heads apparently were not aware of the fact that there are small towns in this country. He said that the presidents and sales managers will be forced to recognize that the smaller situations are just as important as the bigger cities. He singled out Samuel Goldwyn and Paramount president Barney Balaban as those who, he said, were not in favor of small towns playing their top pictures.

SBC Hearings Start Jan. 25

Berger announced that the hearings of the Small Business Committee would start on Jan. 25 and that Allied would be represented by men who would be armed with material supplied by Allied's EDC.

Berger traced his own career since coming from Poland in 1913 and said that he had won legal cases over ASCAP and Western Electric on service charges and other litigation, and that he and exhibition would win out on the film rentals issues by way of the Allied government-regulation bill.

All resolutions were passed unanimously. Regarded as the most important was the one calling for the halting of new circuit acquisitions which, according to the resolution, "constitutes the gravest menace of all to the independent exhibitors of the United States and threatens a revival of the domination and control of the exhibition field."

Three Other Resolutions

Other resolutions were aimed against theatres bidding for the exclusive right to telecast the World Series and the advisability of any further attempt to obtain admission tax relief until 1957. Another reaffirmed the Allied board's action in not renewing Allied membership in COMPO.

The convention ended here tonight with a banquet sponsored by Coca-Cola, at which 20th Century-Fox's Richard Egan was toastmaster. Morton Downey, Jack Palance and the Goldwyn Girls supplied the entertainment.

The convention sessions were well attended, well over 300 at each meeting. The clinic of circuit buyers had more than 1,000 theatres represented.

No Admissions Control, He Says

Myers Outlines the Details of Bill For Regulation of Film Rentals

Special to THE DAILY

CHICAGO, Nov. 9.–Abram F. Myers, general counsel of Allied States Association, today outlined the details of Allied's proposed bill which would seek to regulate maximum rentals without making it possible for the Federal agency concerned to interfere with exhibitors by fixing admission prices or in any other fashion. Myers drafted the bill at the instruction of the Allied board prior to the Milwaukee convention a year ago.

"Never before has a bill been drafted for price regulation for such a variable commodity as motion pictures," Myers said. Pointing out that the United States Constitution's "due process" amendment makes impossible any approach aiming at placing a fixed ceiling on rentals, Myers gave the background of the plan adopted.

Asks FTC Supervision

The idea is to provide for Federal Trade Commission supervision of "fair and reasonable" rentals for each picture for theatres in various classifications. Each theatre would be placed in a particular category and each release would be given by the distributor a rental for every type of theatre operation.

Exhibitors could challenge the classification of theatres or the allocation of each film. In order to avoid the possibility of having per cent rentals set for even the smallest theatres, Myers said consideration would be given to a provision in the bill requiring flat rentals in operations where the weekly gross is under $1,000 or the film rental under $100. He invited Allied members to forward other comments and suggestions concerning measure.

"Allied is irrevocably committed to the bill unless the film companies, before its enactment, satisfy Allied leaders that such Federal intervention is unnecessary," Myers stated.

Julius Gordon Favors It

Julius Gordon, Allied secretary, said, "I know the bill is essential to my salvation and I think it is to yours," and added:

"Noting that exhibitors in Europe are prospering under the form of government intervention in those countries,

"(1) What other American manufacturer starves his local market on account of quotas abroad?

"(2) What other American manufacturer arbitrates prices abroad but not at home?

"(3) What other manufacturer's product is sold for less 5,000 miles away than five miles from where it is made?"

TESMA Okay 'Exposition' i N.Y. with TO

Special to THE DAILY

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Reports on Clinics Heard as Allied Meet Closes

New Duties For Allied's EDC Group

(Continued from page 1)

handled locally, a national officer will be called in and he will meet with the involved company's general sales manager in an effort to solve the matter. A fund of $200,000 to implement the activities of the plan has been proposed and Allied members will be asked to subscribe to it on an "equitable basis." Although the convention did not vote on the plan formally, there were no objections to the project from the floor.

Will Fight Circuit Expansion

The EDC also will be brought into Allied's fight against circuit expansion. In its directive to Abram Myers, general counsel, on the curbing of circuit acquisitions, it was brought out that the local EDC units will be charged with the duty of reporting to the national association all instances of activity by "promoters or front organizations that cannot be accounted for locally and which appear to be attempts by the divorced circuits to invade the area," in hopes of heading off such projects in their initial stages.

Announcement of the new EDC project followed a report on the film clinics, in which it was asserted that the film companies were not living up to their promises to the joint exhibition committee.

Sig Goldberg, clinic coordinator from Wisconsin, gave a summary of the various clinics' findings and reported that 50 per cent of the situations grossing $500 a week were being forced to play product on percentage. He contended that in towns up to 20,000 population, very few exhibitors could buy on flat rental.

Told 'No Prints'

Unless the theatres were willing to pay the demand price, they were told there were no prints available, Goldberg said. He said that exhibitors charged that Paramount was the worst offender on the print situation.

Goldberg said that several clinics had charged that Universal was using "To Hell and Back" as a "stop" picture; that is, exhibitors were told they had to play every Universal picture up to that one before they could get the Audie Murphy film. He said that steps may be taken to get a court decision on the practice. The clinics also brought out, he said, that some drive-ins had been refused top pictures in the off-seasons.

An important complaint, Goldberg said, involved C.O.D. film shipments to exhibitors who are in the midst of negotiating an adjustment on previously played product.

It was contended that Warner Brothers was the company most difficult with which to do business, with Paramount in second place. The fairest company, according to the small town clinics, was M-G-M, with 20th Century-Fox a close second.

Benjamin Berger, head of North Central Allied, lashed out at distribution, charging that its alleged monopolistic practices had not been curbed and that the company heads apparently were not aware of the fact that there are small towns in this country. He said that the presidents and sales managers will be forced to recognize that the smaller situations are just as important as the bigger cities. He singled out Samuel Goldwyn and Paramount president Barney Balaban as those who, he said, were not in favor of small towns playing their top pictures.

SBC Hearings Start Jan. 25

Berger announced that the hearings of the Small Business Committee would start on Jan. 25 and that Allied would be represented by men who would be armed with material supplied by Allied's EDC.

Berger traced his own career since coming from Poland in 1913 and said that he had won legal cases over ASCAP and Western Electric on service charges and other litigation, and that he and exhibition would win out on the film rentals issues by way of the Allied government-regulation bill.

All resolutions were passed unanimously. Regarded as the most important was the one calling for the halting of new circuit acquisitions which, according to the resolution, "constitutes the gravest menace of all to the independent exhibitors of the United States and threatens a revival of the domination and control of the exhibition field."

Three Other Resolutions

Other resolutions were aimed against theatres bidding for the exclusive right to telecast the World Series and the advisability of any further attempt to obtain admission tax relief until 1957. Another reaffirmed the Allied board's action in not renewing Allied membership in COMPO.

The convention ended here tonight with a banquet sponsored by Coca-Cola, at which 20th Century-Fox's Richard Egan was toastmaster. Morton Downey, Jack Palance and the Goldwyn Girls supplied the entertainment.

The convention sessions were well attended, well over 300 at each meeting. The clinic of circuit buyers had more than 1,000 theatres represented.

No Admissions Control, He Says

Myers Outlines the Details of Bill For Regulation of Film Rentals

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CHICAGO, Nov. 9.—Abram F. Myers, general counsel of Allied States Association, today outlined the details of Allied's proposed bill which would seek to regulate maximum rentals without making it possible for the Federal agency concerned to interfere with exhibitors by fixing admission prices or in any other fashion. Myers drafted the bill at the instruction of the Allied board prior to the Milwaukee convention a year ago.

"Never before has a bill been drafted for price regulation for such a variable commodity as motion pictures," Myers said. Pointing out that the United States Constitution's "due process" amendment makes impossible any approach aiming at placing a fixed ceiling on rentals, Myers gave the background of the plan adopted.

Asks FTC Supervision

The idea is to provide for Federal Trade Commission supervision of "fair and reasonable" rentals for each picture for theatres in various classifications. Each theatre would be placed in a particular category and each release would be given by the distributor a rental for every type of theatre operation.

Exhibitors could challenge the classification of theatres or the allocation of each film. In order to avoid the possibility of having per cent rentals set for even the smallest theatres, Myers said consideration would be given to a provision in the bill requiring flat rentals in operations where the weekly gross is under $1,000 or the film rental under $100. He invited Allied members to forward other comments and suggestions concerning measure.

"Allied is irrevocably committed to the bill unless the film companies, before its enactment, satisfy Allied leaders that such Federal intervention is unnecessary," Myers stated.

Julius Gordon Favors It

Julius Gordon, Allied secretary, said, "I know the bill is essential to my salvation and I think it is to yours," and added:

"Noting that exhibitors in Europe are prospering under the form of government intervention in those countries,

"(1) What other American manufacturer starves his local market on account of quotas abroad?

"(2) What other American manufacturer arbitrates prices abroad but not at home?

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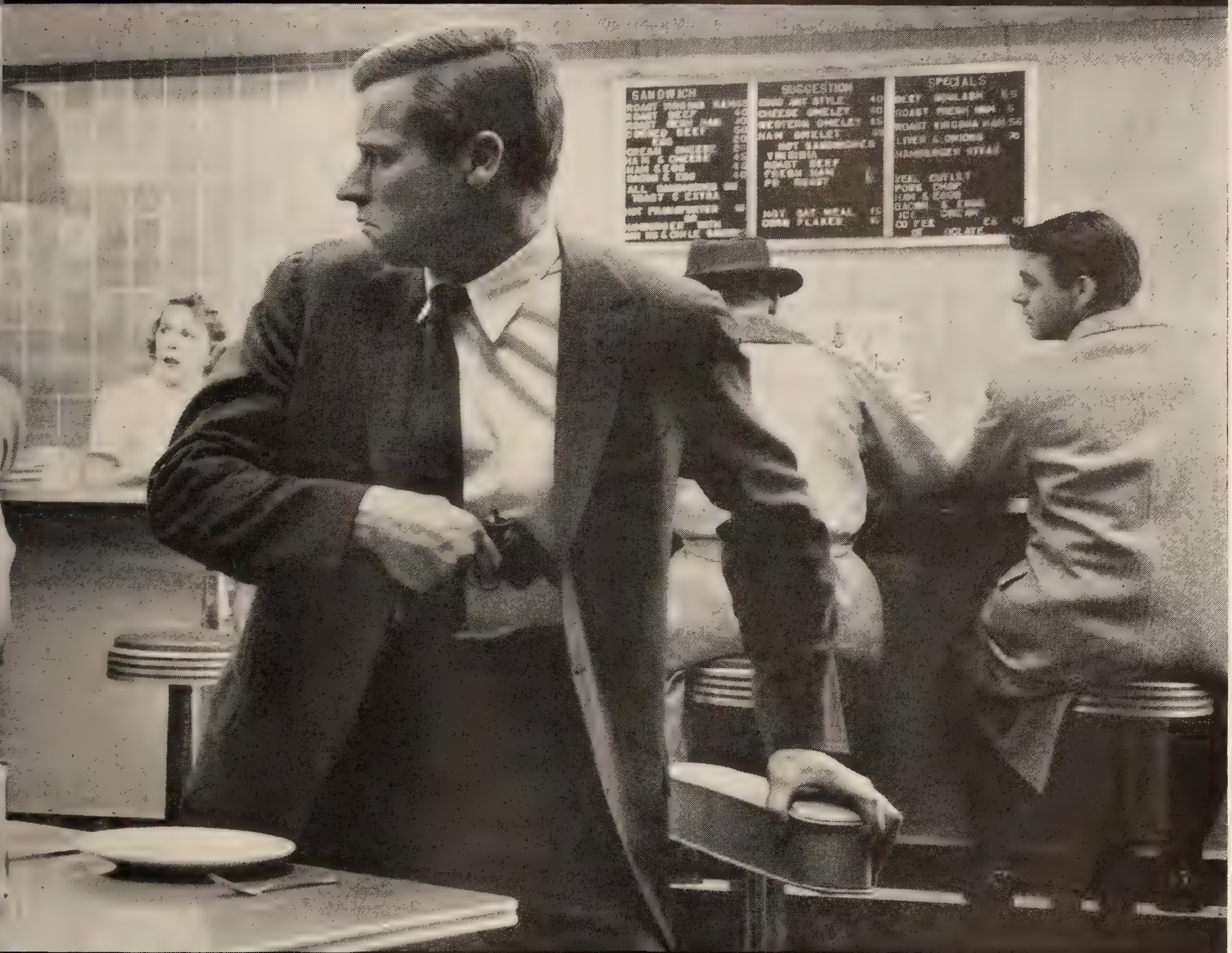

cause-and-effect in an eye-span

TODAY wide-angle, big-screen entertainment compresses whole chains of events into the sight span of the human eye . . . offers, thereby, greater scope for producer and director—better entertainment for the audience. This has meant new problems, of course . . . new problems in production, processing and projection . . . problems which the Eastman Technical Service for Motion Picture Film is daily helping the industry to solve. Branches at strategic centers. Inquiries invited.

Address: Motion Picture Film Department

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East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

National Pre-Selling

"COLLIER'S" November 25 issue on the newsstands today contains an article on the late James Dean, star of "Rebel without a Cause." Sanford Roth, the author and a photographer of note, made many pictures of Dean on the production sets and at his home. One of the photos in full color appears on a two-page spread as a lead for the story. Dean had completed work in "Giant" and much attention has been given to this Henry Ginsberg production in text and pictorial coverage. It will be a Warner Bros. release.

•

Florence Somers, motion picture editor of "Redbook," selected two pictures of the month for December. They are, "I'll Cry Tomorrow" and "Guys and Dolls."

•

"Helen of Troy," "The Desperate Hours," "Lady Godiva" and "The Bar Sinister" are among the pictures reviewed in the November issue of "Seventeen."

•

The review of "The Desperate Hours" in the current issue of "Look" is led off by a pictorial story of Robert Middleton's family life. Middleton has a top role in this new Paramount picture.

"Look's" reviewer says, "This film is a first-rate melodrama, based on Joseph Hayes' novel of the same name. It has the virtue of breathless suspense, too often neglected in movies."

•

Liberace, star of Warner's "Sincerely Yours," is on the full color front cover of the December issue of "TV Radio Mirror." In the same issue is a personality story of Liberace illustrated with photos from this new Warner film.

•

"Mademoiselle's" November issue features a full page fashion layout in which Susan Strasberg, star of "Picnic," is spotlighted. Six photos of Susan are used and the new Columbia picture receives a substantial plug.

•

"There's Still a Guy for Every Doll" was a title of a two-page picture layout which appeared in last Sunday's "American Weekly." All the photos were made on the sets of "Guys and Dolls," in very attractive full color photography.

•

"The Sea Chase," the Warner picture starring Lana Turner, is mentioned prominently in an article on the head dresses of motion picture stars appearing in the November issue of "Woman's Home Companion."

•

The girl on the front cover of "Modern Photography's" December issue is Shirley MacLaine, star of both "Artists and Models" and Alfred Hitchcock's "The Trouble with Harry."

WALTER HAAS

New Insurance Ratings for Drive-ins to Save About $250,000 Yearly, TOA Reports

Drive-in theatres in the United States may save some $250,000 in annual insurance premiums as a result of a decision made by the National Council on Compensation which recommended that a new single rate and classification for compensation insurance premiums be established by June, 1956, it was reported here yesterday by Theatre Owners of America.

TOA stated that the new ruling by the National Council, which has jurisdiction in 30 states, will result in lower compensation premiums for the outdoor houses. Presently, all drive-in theatre employees, except booth operators, are classified as auto attendants.

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National Pre-Selling

"COLLIER'S" November 25 issue on the newsstands today contains an article on the late James Dean, star of "Rebel without a Cause." Sanford Roth, the author and a photographer of note, made many pictures of Dean on the production sets and at his home. One of the photos in full color appears on a two-page spread as a lead for the story. Dean had completed work in "Giant" and much attention has been given to this Henry Ginsberg production in text and pictorial coverage. It will be a Warner Bros. release.

•

Florence Somers, motion picture editor of "Redbook," selected two pictures of the month for December. They are, "I'll Cry Tomorrow" and "Guys and Dolls."

•

"Helen of Troy," "The Desperate Hours," "Lady Godiva" and "The Bar Sinister" are among the pictures reviewed in the November issue of "Seventeen."

•

The review of "The Desperate Hours" in the current issue of "Look" is led off by a pictorial story of Robert Middleton's family life. Middleton has a top role in this new Paramount picture.

"Look's" reviewer says, "This film is a first-rate melodrama, based on Joseph Hayes' novel of the same name. It has the virtue of breathless suspense, too often neglected in movies."

•

Liberace, star of Warner's "Sincerely Yours," is on the full color front cover of the December issue of "TV Radio Mirror." In the same issue is a personality story of Liberace illustrated with photos from this new Warner film.

•

"Mademoiselle's" November issue features a full page fashion layout in which Susan Strasberg, star of "Picnic," is spotlighted. Six photos of Susan are used and the new Columbia picture receives a substantial plug.

•

"There's Still a Guy for Every Doll" was a title of a two-page picture layout which appeared in last Sunday's "American Weekly." All the photos were made on the sets of "Guys and Dolls," in very attractive full color photography.

•

"The Sea Chase," the Warner picture starring Lana Turner, is mentioned prominently in an article on the head dresses of motion picture stars appearing in the November issue of "Woman's Home Companion."

•

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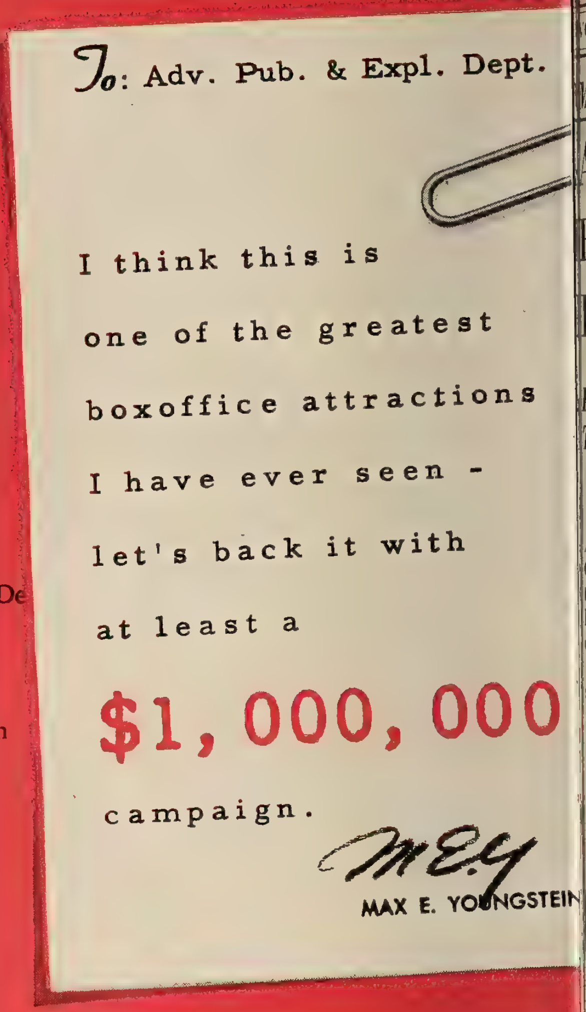
The Captured Women Of Miletus
The Assassination Of Phillip Of Macedonia
The Debauched Grecian Maidens
The Burning Of The Palace At Persepolis
The Victory Orgy At The Gateway To Athens
The Macabre Jig Of Triumph Among The Battlefield De

THE SPECTACLES–

The Forced Marriage Of Thousands Of Persian Women
The Human Juggernaut Of Shield, Sword And Spear
The 11,000-Mile Route Of Conquest
The Charge Of The Knife-Studded Chariots
The Court Of Darius At Babylon
The Macedonian Fleet Crosses The Hellespont
The Cutting Of The Gordian Knot
The Statued Agora At Athens
The Shrine Of Zeus-Ammon
The Decadent Palace At Pella
The Awesome Siege Machines Of Macedonia
The Massive Stone Gods Of Babylon



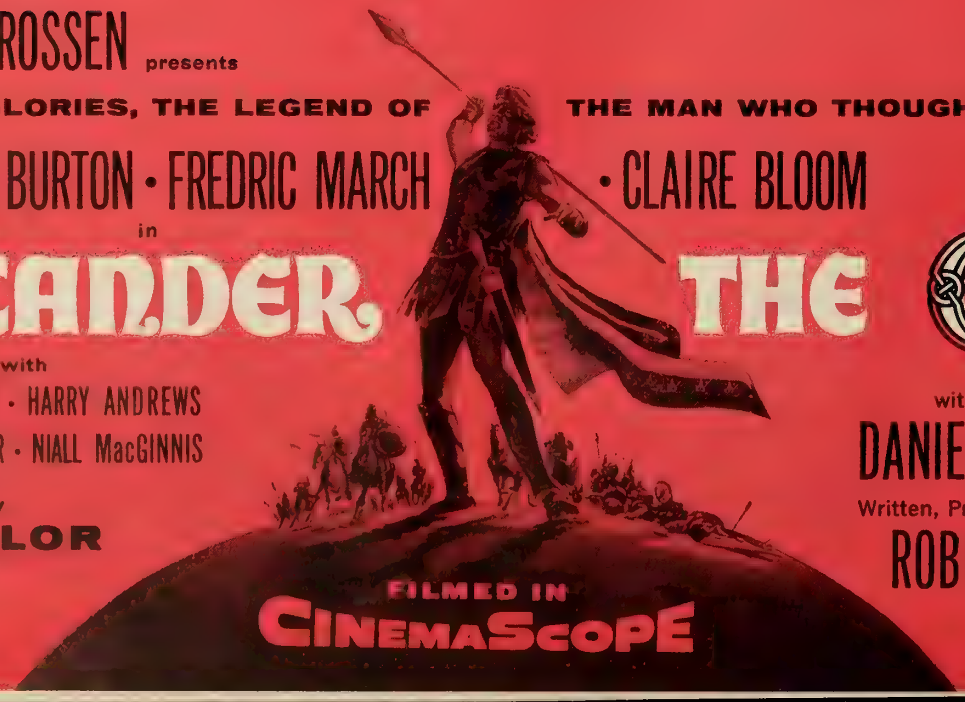
To: Adv. Pub. & Expl. Dept.

I think this is one of the greatest boxoffice attractions I have ever seen - let's back it with at least a **$1,000,000** campaign.

MAX E. YOUNGSTEIN

ROBERT ROSSEN presents

THE LOVES, THE GLORIES, THE LEGEND OF THE MAN WHO THOUGHT HE WAS A GOD...



RICHARD BURTON · FREDRIC MARCH · CLAIRE BLOOM

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ALEXANDER THE GREAT

with

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STANLEY BAKER · NIALL MacGINNIS

in COLOR by TECHNICOLOR

FILMED IN CINEMASCOPE

with the French star
DANIELLE DARRIEUX

Written, Produced and Directed by
ROBERT ROSSEN

THRU UA

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

VOL. 78. NO. 92 NEW YORK, U. S. A., MONDAY, NOVEMBER 14, 1955 TEN CENTS

Meet by Phone

Allied's New EDC Set for Early Start

For Exchange of Film Terms' Information

By AL STEEN

CHICAGO, Nov. 13.—Members of Allied States' Emergency Defense Committee will waste no time in putting their project into operation, Allied leaders said here in the wake of the national convention.

The regional "watch dogs" will start immediately setting up the machinery for the exchange of information on film terms and the gathering of data for the Senate Small Business Committee hearings, it was said.

When the EDC starts functioning, meetings will be held via a closed

(*Continued on page 8*)

FCC Rejects Bids On Deintermixture; 3 Members Dissent

From THE DAILY Bureau

Television Today..

WASHINGTON, Nov. 13.—For the time being, at least, the Federal Communications Commission has turned down requests for deintermixture of VHF and UHF television channels.

In a report issued over the weekend, a four-man commission majority rejected the petitions of 35 communities for deintermixture. UHF operators

(*Continued on page 10*)

Ogburn, Tomlinson Promoted by W.B.

Ben Kalmenson, Warner Bros. vice-president in charge of distribution, announced the promotion of Carroll Ogburn from branch manager in Jacksonville to branch manager in Atlanta. Ogburn succeeds Grover Livingston, recently promoted to Southeastern district manager.

Kalmenson also announced the promotion of John B. Tomlinson from salesman in Jacksonville to branch manager there.

Weekend Theatre Business 'Solid'

With most New Yorkers celebrating a three-day Veteran's Day holiday weekend, exhibitors reported that the business registered at the principal Broadway showcases was "solid," "swell" and "at capacity" over the weekend.

The Radio City Music Hall reported that business for M-G-M's "The Tender Trap," which opened last Thursday, should attain a high gross of about $105,000.

Poll on Theatre Business

See Upward Trend Returning Shortly

Circuit Officials Blame Current Dip On Product Lack; See Christmas Shift

By MURRAY HOROWITZ

While theatre business throughout the country continues in its third month of sub-par volume, most circuit and independent theatre executives polled by MOTION PICTURE DAILY believe that the line-up of new product beginning with the Christmas season portends an upward trend again at the box office.

Among the circuits polled were American Broadcasting - Paramount Theatres, Loew's Theatres, Stanley Warner, RKO Theatres, Brandt Theatres, Associated Prudential Theatres and Shea Enterprises.

There was general agreement that the business decline since September has been due to what most exhibitor executives termed "a lack of a steady flow of strong box-office attractions." Most agreed, too, that the big ones, despite the lower general level of business, still do sturdy business at the box-office.

The consensus was that with the

(*Continued on page 8*)

No I.F.F.P.A. Opposition to Code

See Conditions Most Favorable Now for Foreign Films in U.S.

By J. A. OTTEN

WASHINGTON, Nov. 13.—Agreement that optimum conditions currently exist for the selling of foreign films in the U.S., if the pictures are "proper" for the American market, was reached in a meeting here last week between foreign film producers and officials representing major segments of the American film industry.

The general agreement was relayed to reporters by Renato Gualino, president of the International Federation of Film Producers Associations, following a meeting at the Motion Picture Association of America headquarters with U.S. film officials.

Among those representing the U. S. industry at the informal talks were MPAA president Eric Johnston, Ellis Arnall, president of the Society of Independent Motion Picture Producers, Mitchell Wolfson, head of the Wometco Circuit and unofficially representing Theatre Owners of America, and Arthur Mayer, president of the Independent Distributors Association of America.

Foreign film producers were told

(*Continued on page 8*)

Television Today

IN THIS ISSUE **PAGE 11**

▶**TV as an advertising device slips a firm noose around Fort Wayne, survey guinea pig, in a sales presentation offered by the research forces of NBC.**

▶**Britain, in some surveying of its own, offers some facts and figures on television's development in the Britsh Isles . . . Hollywood TV film producers look more closely into the Code situation.**

▶**Names Making News in Television Today.**

British Attendance Declined in Quarter

By PETER BURNUP

LONDON, Nov. 13. — Preliminary figures published in the government's "Monthly Digest of Statistics" reveal that British theatre attendance for the second quarter of this year was 307,700,000, a decline of 14,300,000, or 4.4 per cent, from the corresponding period in 1954. It was the lowest sec-

(*Continued on page 6*)

Mrs. Griffith Will Leave Carolina T.O.

Special to THE DAILY

CHARLOTTE, Nov. 13.—Mrs. Lucille Price will succeed Mrs. Walter Griffith as executive secretary of the Theatre Owners of North and South Carolina.

Official announcement of the appointment of Mrs. Price will be made

(*Continued on page 8*)

PERSONAL MENTION

ALFRED E. DAFF, Universal International executive vice-president, returned to New York from the Coast by plane at the weekend.

•

SAMUEL ROSEN, executive vice-president of Stanley Warner, led a group of S-W executives to the Hollywood premiere of "Cinerama Holiday." Among those departing from here with Rosen were: ARTHUR ROSEN, HARRY KALMINE, NAT LAPKIN, LESTER B. ISAAC, HARRY GOLDBERG, CLIFF GIESSMAN and EVERETT CALLOW.

•

SAMUEL GOLDWYN, HOWARD DIETZ, vice-president of Loew's in charge of advertising, publicity and exploitation, DAVID GOLDING, publicity head for Goldwyn Productions, and ARTHUR CANTON, Eastern press representative for M-G-M, returned here from Chicago at the weekend.

•

WILLIAM B. ZOELLNER, head of M-G-M short subject sales, will leave here today for Pittsburgh, Indianapolis and Cincinnati and will return Nov. 23.

•

PROF. HENRI CHRETIEN, inventor of CinemaScope, will arrive here today from France aboard the S. S. "Liberte."

•

SEYMOUR POE, executive vice-president of IFE Releasing, returned to New York over the weekend from Hollywood.

•

RALPH LEO, location auditor for Lowell Thomas' next Cinerama film, left here for the Coast at the weekend.

•

JERRY JUROE, head of Paramount studio's radio-TV publicity department, will arrive back in Hollywood today from New York.

•

MILTON E. COHEN, United Artists Eastern and Southern division manager, left here at the weekend for a tour of Texas UA exchanges.

•

BENJAMIN FINCKE, Paramount attorney, returned here over the weekend from Europe.

•

CHARLES SCHNEE, M-G-M producer, and ROBERT WISE, director, are due here tomorrow from the Coast.

•

DIRK VAN SPANKEREN, manager in Indonesia of the Westrex Co., Asia, has returned to Djakarta from here.

•

MILTON KIRSCHENBERG, Paramount International treasurer, returned here over the weekend from Paris.

Report Japan-U.S. Deal Near Signing

Agreement on the disposal of nearly $11,000,000 worth of blocked Japanese currency earned by American film companies in Japan was said to have been reached in Toyko, according to press dispatches reaching here.

Under the plan, film companies would lend about $7,500,000 to the Japanese Electric Power Development Co. for six years, with the loan being repayable in dollars. In return, the Japanese government will permit part of the remaining estimated $3,500,000 to be turned into United States currency and remitted to the U. S. The remainder would be invested in local industries which earn dollars for Japan.

The agreement was reported to be ready for signing within the next few days.

Honor Neilson at Farewell Luncheon

A farewell luncheon for Rutgers Neilson, who resigned as RKO Radio Pictures foreign publicity manager recently after 30 years with the company, was tendered here last week by friends and RKO associates at Headquarters Restaurant.

In commemoration of the occasion, Nielson was presented with a traveling kit. Among the estimated 50 guests were representatives from each of RKO's home office departments, among them Perry Lieber, advertising and publicity director, Herbert Greenblatt, domestic sales manager, Robert J. Hawkins, assistant foreign manager; Al Stern, publicity manager, and others.

Neilson, whose association with the company terminated officially on Saturday, will take a brief vacation before announcing new activity.

Goldenson Re-elected Chairman of U.C.P.

BOSTON, Nov. 13. – Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, was re-elected chairman of the national board of directors of United Cerebral Palsy at the sixth annual UCP convention here this week-end.

Goldenson, one of the founders of UCP, has long been active in the organization's affairs, having served as its president for five consecutive years after its founding in 1949. This will be his second term as board chairman. Louis C. Whiton of Westport, Conn., was elected president. Jack Hausman, textile executive of New York City, was designated vice-chairman of the board, after serving as UCP president last year, and Roger Firestone, president of Firestone Plastics Company, was elected executive vice-president.

RKO Radio-G.T. to Merge in Future

A merger between RKO Radio Pictures and General Teleradio, the parent company, will definitely take place in the future "on a corporate level," according to a GT representative here.

Discussions concerning the merger between both organizations have been taking place, the GT official stated, reporting that nothing definite in that direction has been formulated yet but that it remains as a definite objective for the future.

See UM&M Seeking Para. Shorts for TV

The UM & M Television Corp., which is composed of United Film Service of Kansas City, Motion Picture Advertising Service, New Orleans, and Minot TV, is seeking to acquire over 2,000 short subjects from Paramount for television exhibition for a reported price of $4,000,000.

Charles Amory, president of Minot TV, would neither deny nor confirm that his organization is part of the group. He said "an official announcement will be coming shortly in this matter." The subjects for which UM & M is reported negotiating include films which were produced prior to 1950, among them Grantland Rice sports subjects, Popeye cartoons and Robert Benchley comedies.

Paramount officials could not be reached for comment at the weekend.

100 to Attend WB 'Ranger' Meeting

More than 100 officers and executives of affiliated Lone Ranger organizations will attend a meeting at the Roosevelt Hotel here today to set national promotion plans for the Warner Brothers motion picture, "The Lone Ranger," which is scheduled for release in February.

Clayton Moore, who portrays the cowboy character, arrived here over the weekend from Hollywood, to address the meeting. Presiding at the conference will be Jack Wrather, president of The Lone Ranger, Inc., Ben Kalmenson, vice-president and general sales manager for Warner Brothers, and Mort Blumenstock, vice-president in charge of advertising and publicity for Warner Brothers.

Conclude A.A. Meet

CHICAGO, Nov. 13.–Concluding sessions of Allied Artists' two-day regional sales meeting will be held tomorrow at the Hotel Blackstone here. Morey R. Goldstein, vice-president and general sales manager, is presiding at the meetings.

Loew's Wants N. J. Drive-In

From THE DAILY Bureau

WASHINGTON, Nov. 13.–Loew' Theatres is asking the New York District Court for permission to build a large drive-in theatre near Raritan N. J.

A hearing will probably be held in New York during the week of Nov. 28, Justice Department officials said. They declared they would announce their position on the acquisition at the time of the hearing, but unless exhibitor opposition is forthcoming between now and then, they will probably not oppose the circuit's petition.

Capacity Flexible

The drive-in would be located on Route 35, about 3½ miles southeast of Keyport. It will have a capacity initially for between 850 and 900 cars, but could be expanded later to handle a larger number if the business and growth of the area warrants.

Allied Theatre Owners of New Jersey expressed concern recently over reports of contemplated circuit expansion in that area. The subject of circuit expansion was a major topic, too, at the Allied States annual convention in Chicago last week, at which Allied instructed its general counsel, Abram F. Myers, to take steps to obtain earlier notification to interested exhibitors by the Justice Department of contemplated circuit expansion moves.

Set Dual Premieres For Fox's 'Rains'

Twentieth Century-Fox's CinemaScope production of "The Rains of Ranchipur" will have its world premiere simultaneously in New York and Karachi, Pakistan, in mid-December, the company announced.

The dual introduction of the Frank Ross production, the film company's Christmas holiday attraction, will be attended by high government officials, stars of the entertainment world, prominent business and civic leaders in both cities. The picture will make its debut at the Roxy Theatre here.

Disney Membership In AMPP Approved

HOLLYWOOD, Nov. 13. – The board of directors of the Association of Motion Picture Producers at its regular monthly meeting last week approved Walt Disney Prod. application for membership, with William H. Anderson as the company's representative.

The board also seated Charles Glett as the RKO Radio representative, succeeding C. J. Tevlin.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sxth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-president; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

PEOPLE

Thomas F. O'Neil, president and oard chairman of the Mutual Broadasting System, and chairman of RKO adio, is to be the principal speaker the Founders' Day dinner of St. ouis University tomorrow. His remarks will be broadcast over the oast-to-coast MBS facilities from 0:30 to 11 P.M. His subject will be Responsibility: the Guarantee of reedom."

□

Robert McConnell, former assistant ianager of the Music Box Theatre, 'acoma, has been named assistant ianager of the Liberty Theatre, Portand, Ore., **Will Hudson,** city manager or John Hamrick Theatres, Portland, nnounced.

□

Ralph W. Budd, personnel director f Warner Bros. Pictures, addressed he Motion Picture and TV Council f the District of Columbia on "What s a Motion Picture" at a luncheon n the Fairfax Hotel, Washington, on 'riday. Included in the large turnout vere motion picture critics of local lailies and Stanley Warner theatre nanagers of the District.

□

Peter Perakos, Jr., has been named nanager of the Arch St. Theatre, in New Britain, Conn.

□

Mrs. Helen Engstrum, booker and office manager for Paramount Pictures in Milwaukee, will join the Allied Artists staff in Denver on Dec. 5, it was announced by **Harold Wirthwein,** AA Western division sales manager.

Maternati to Discuss French Film Center

Joseph Maternati, who has been designated by the French government and film industry as director of a French Film Center to be established here, has arrived from Paris. He will hold a press conference and luncheon at the Pierre Hotel here tomorrow.

Maternati formerly was associated with the French government as a film official. He will set up an office here which, in addition to providing information on French films, also will endeavor to increase playing opportunities for them in this market. Since his arrival in the U. S. Maternati has spent some time at the French Embassy in Washington.

Asks Dismissal

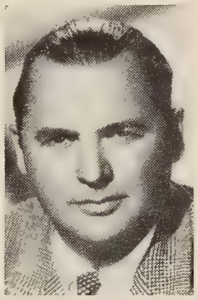
New York Supreme Court Justice Morris Eder reserved decision last week on a motion by Selznick Releasing for dismissal of Chesapeake Industries' $100,000 action on the grounds that the California statute of limitations applies to the action and invalidates it.

After Theatre Showings

Color TV Potential Big For Films, Grainger Says

By LESTER DINOFF

Motion pictures produced in color will have added value when color television "becomes practical" as they could be adapted for exhibition in that medium after theatrical sales possibilities have been used up, according to independent producer Edmund Grainger, who recently completed "Great Day in the Morning" for RKO Radio Pictures release.



Edmund Grainger

Speaking at a trade press conference at the Hampshire House here last week, Grainger disclosed that he plans to produce "from two to three films for RKO Radio in 1956."

In discussing television, the producer said that "we must have vision. It is my preference to use color in the type of films which I make, and when color TV becomes practical, my color features will have an added value as they could be adapted for exhibition on color TV. Naturally, this is after all theatrical sales possibilities have expired."

Says Toll-TV Could Aid

Commenting on subscription television and theatre television, Grainger, who also revealed that RKO Radio is a financial investor in his films, said that "toll-TV could be tremendous for the independent producer," indicating that the medium offers quick monetary returns. "If and when toll-TV and theatre-TV become everyday realities, distribution costs for motion pictures would be reduced or eliminated, as there wouldn't be any need for the physical handling of prints at exchanges," he said.

Grainger disclosed that he plans to begin production on "Oh, Promised Land," in the early spring, in CinemaScope and color. The producer, who also appeared at the territorial openings of his "The Treasure of Pancho Villa," said that "personal selling and exploitation by a producer and personalities is important in giving a film a good send-off in theatres."

Looks for Originality

Commenting on other future productions, Grainger said that producers are looking for film properties which are new, "something which hasn't been seen time and time again, in various versions, by the public." He said that for this reason, he is a "great believer in seeking film stories from plays and books as they are established and have more pre-selling values than original stories."

Industry 'Optimistic' On Future for RKO

The general feeling among the industry in Hollywood concerning the future activities of RKO Radio Pictures is one of "optimism," independent producer Edmund Grainger stated here last week in reply to a question put to him at a trade press conference.

Set 7 Canadian Dates For 'Guys and Dolls'

Samuel Goldwyn's production of "Guys and Dolls," being distributed by M-G-M, will have seven day-and-date openings in Canada on Dec. 23.

The seven theatres and towns in which "Guys and Dolls" will open two days before Christmas are: The Odeon, Toronto; Casino, Halifax; Odeon, Ottawa; Uptown, Calgary; Odeon, Edmonton; Vogue, Vancouver, and the Garrick, Winnipeg.

Crafts Weekly Wage Averages $129.30

HOLLYWOOD, Nov. 13.—The weekly earnings for crafts workers in motion picture production averaged $129.30 in September, as compared with $127.08 in August and $125.35 in September, 1954, according to the monthly report issued by the California Department of Industrial Relations.

TV Films Top First NTFC Fall Forum

The production, distribution and presentation of films for television will be prominent on the agenda of the fall forum of the National Television Film Council at the Hotel Delmonico here Nov. 17, it is announced by NTFC president John J. Schneider.

Following morning sessions and a luncheon, at which Melvin Gold and Dr. Alfred N. Goldsmith will be the principal speakers, the afternoon sessions will be devoted to Advertising Agency Function in TV Film Production, Commercial Film Production for TV, and Special and Technical Services.

Bert Frank, 67

Bert Frank, 67, former head of short subjects editing at the old Warner Brothers Vitaphone studio in Brooklyn, died of a heart ailment at his Brooklyn home last Thursday.

Skouras to Speak

Ind. Allied in Annual Meet This Week

Special to THE DAILY

INDIANAPOLIS, Nov. 13.—Government regulation of film rentals, arbitration, new releasing patterns, print shortages, equipment trends and toll television will be high on the agenda when the annual fall convention of the Allied Theatre Owners of Indiana meets at the Marott Hotel here Tuesday and Wednesday.

Spyros Skouras, president of 20th Century-Fox, will be the principal speaker at the general meeting on Tuesday. Other speakers at that session will be Julius Gordon, Texas exhibitor; Hugh McLachlan and Roy Kalver, ATOI president.

Shor, Myers Scheduled

The convention will hear Ruben Shor, Allied States president, and Abram F. Myers, general counsel, on Wednesday. Trueman Rembusch, national director of ATOI, and Jay Emanuel also will speak.

Closed discussion groups for indoor and drive-in exhibitors will be held separately. Joseph Finneran will be moderator for the indoor clinic, Ted Mendelssohn for drive-ins.

Entertainment chairman Marc Wolf has arranged a dance and midnight snack at the Variety Club on Tuesday. The annual banquet will close the conclave Wednesday. Mrs. Robert V. Jones and Mrs. Dale McFarland are in charge of a program for ladies.

Board Meeting Today

The annual directors' dinner and board meeting Monday will precede the convention.

NTA Officials Seek TV Films on Coast

Ely A. Landau, president, and Oliver A. Unger, executive vice-president, of National Telefilm Associates, arrived in Hollywood from New York over the weekend for conferences with television film producers and talent agency representatives concerning the acquisition of product for the 1956 season.

During their 10-day stay, Landau and Unger will meet with Jack Skirball, Hal Roach, Jr., and Harry Popkin in efforts to acquire TV film features and film series for NTA distribution.

Mrs. Louis Fishman

PITTSBURGH, Nov. 13.—Services for Mrs. Louis Fishman, who died last week in Miami Beach, were held Thursday in Buffalo. Among her survivors are a brother, Harry Hendel, executive secretary and treasurer of Allied Motion Picture Theatre Operators of Western Pennsylvania, and a nephew, James Hendel, head of the local United Artists branch.

OTTO PREMINGER'S

"THE COURT-MARTIAL OF

THE COURT-MARTIAL THAT ROCKED THE W
WARNER BROS. PRESENT IT FOR NEW YE
TO ROCK THE ENTERTAINMENT WORLD!

The moment had come—
the girl had spoken—
the story was told!

This is one of the electrifying highlights in the explosive true story of Billy Mitchell—a fighting hero who risked disgrace and dishonor by setting off the most sensational trial in U.S. history!

STARRING **GARY COOPER** in his role of roles!

CO-STARRING
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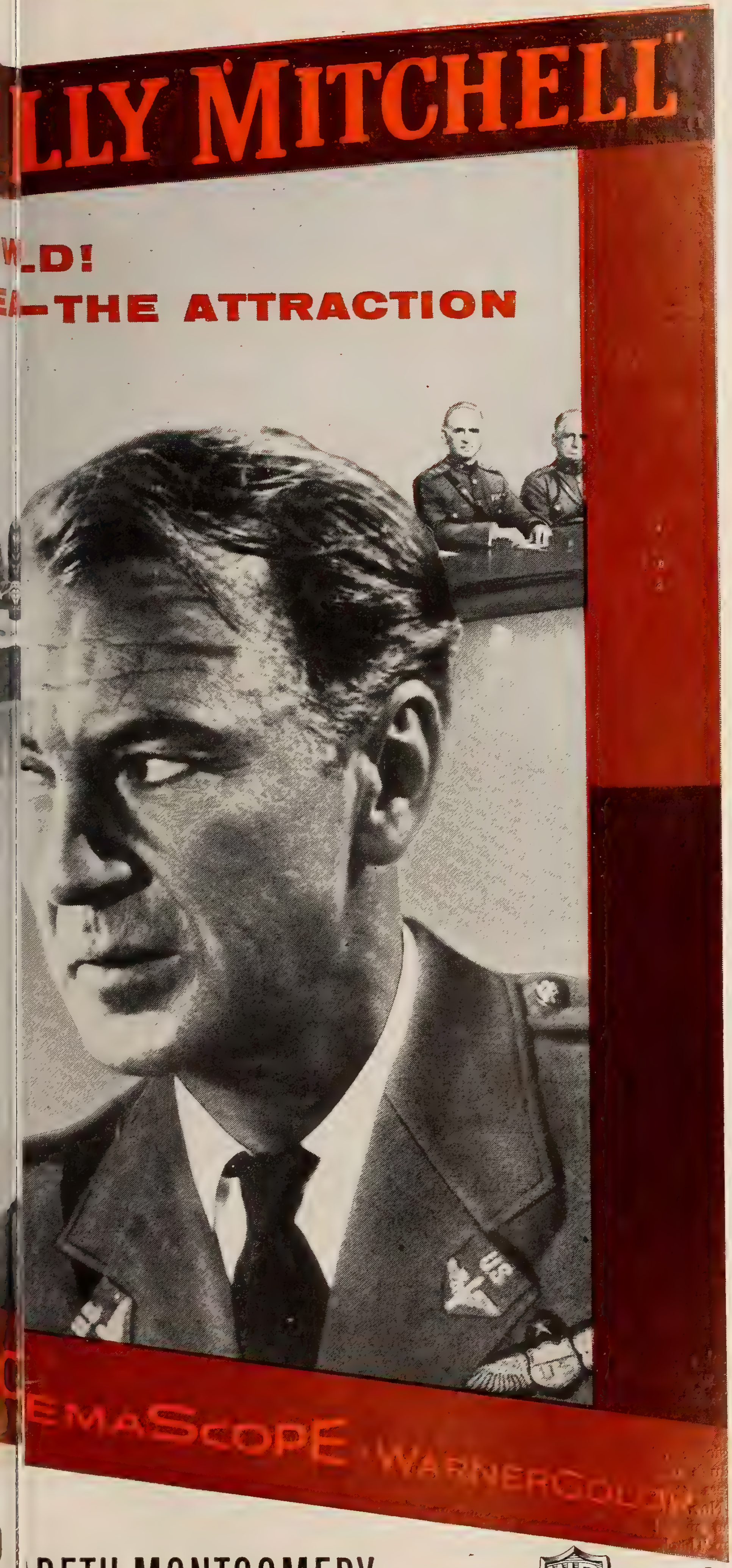

LLY MITCHELL"
_D!
—THE ATTRACTION
EMASCOPE · WARNERCOLOR

BETH MONTGOMERY · FRED CLARK

Presented by
R · WARNER BROS. MUSIC COMPOSED AND CONDUCTED BY DIMITRI TIOMKIN

and
"Rebel
Without
a Cause"
is a hit
without
a let-up!
EVERY
OPENING
A NEW SMASH
AND HELD OVER
ALL OVER!

TENT TALK

Variety Club News

WASHINGTON — Orville Crouch, Eastern division manager for Loew's Theatres, has been elected chief barker of the Variety Club of Washington, Tent 11, for 1956. Marvin Goldman, partner of the K-B Theatres chain, has been elected first assistant chief barker, and Hirsh de la Viez was named second assistant chief barker. Sam Galanty was re-elected dough guy and George Nathan named property master. The 1956 board will consist of the new officers and J. E. Fontaine, George Crouch, Jake Flax, Nathan D. Golden, Clark Davis, Sidney Cooper, Alvin Q. Ehrlich, Jack Fruchtman, Victor J. Orsinger, Morton Gerber, and Wade Pearson. Delegates to the international convention will be Flax and Ehrlich, with Gerber and Fruchtman as alternate delegates. Orville Crouch will be international canvasman, with Goldman as alternate.

△

TORONTO—Tent No. 28 of Variety Club International elected as chief barker for 1956 David Griesdorf; first assistant chief barker, N. A. Taylor; second assistant chief barker, Dan Krendel; dough guy, Al Troyer; property master, Louis Davidson. The induction meeting for the new officers will be held early in December.

△

PITTSBURGH — Shirley Jones of nearby Smithton, with "Oklahoma!" and "Carousel" to her credit, will come home on Nov. 20 to attend the annual Variety Club banquet of Tent Number One in Hotel William Penn. She will receive a special award as the Pittsburgher who brought the most fame to her home town during 1955.

△

DETROIT—Tent No. 5 of Variety Clubs International has elected the following officers for 1956: Benjamin Rosen, chief barker; William M. Wetsman, first assistant chief barker; Walter Norris, second assistant chief barker; Alden Smith, dough guy, and Ernest T. Colon, property master.

△

BUFFALO—The Variety Club of Buffalo has nominated the following for director posts for 1956—Jerome Adel, Spencer Balser, Harold Bennett, Robert Boasberg, Dave Cheskin, Peter Becker, Jack Grood, Irving Cohen, Ed Jauch, Dave Zachem, Ben Felcher, Edmund C. DeBerry, Manfred Pickrell, George H. Mackenna, Mannie Brown, Jack Mundstuk, Howard Lurie, Elmer F. Lux, Melvin Berman, Robert and Richard Hayman, and Danny Gill. Eleven of the above will be chosen at the election on Monday.

Murray Whiteman, past chief barker, Tent No. 7, has left for Florida to recuperate from a slight heart attack which confined him to the Millard Fillmore hospital for several weeks.

Roger Baker, popular local sports commentator, will address a meeting of the Tent on Monday, Nov. 28.

△

ALBANY—State Commissioner of Correction Thomas J. McHugh will deliver the principal address at a Variety Club dinner here Nov. 21, marking the opening of the annual Denial Week Drive for Camp Thacher. McHugh, who with Governor Averell Harriman, Attorney General Jacob K. Javits, Secretary of State Carmine De Sapio, State Tax Commissioner George M. Bragalini and other state officials were recently made honorary members of Tent 9, will discuss the part which boys' clubs and summer camps, like Thacher, play in fighting juvenile delinquency. Albany Boys' Club and Variety Club co-sponsor the project, in which needy youngsters are given free two-week vacations. Goal of the club's campaign is the collection of $20,000.

George Eby, second assistant international chief barker, will come to Albany from Pittsburgh for the Variety Club's induction dinner meeting Monday when 75 members are to be inducted. Chief Barker Harold Gabrilove will introduce Eby.

UK Theatres

(*Continued from page 1*)

ond quarter total since the Board of Trade began collecting statistics in 1950.

For the first half of the year admissions aggregated 616,800,000, compared with 647,700,000 in the first half of 1954, a decline of 30,900,000 or 4.7 per cent.

Despite lower attendance, higher admission prices are maintaining gross takings at a steady level. The £27,500,000 paid by cinemagoers in the second quarter was unchanged from the same period of a year ago and only some £100,000 less than in the first quarter.

Gross takings totalled £55,100,000 during the half-year, or only £200,000 less than between January to June, 1954.

Complete statistics are scheduled to be made public by the government on Tuesday.

Tells Italy to Hasten Mexico Film Permits

Special to THE DAILY

MEXICO CITY, Nov. 13.—A policy of slowness in authorizing the exhibition of Italian films in Mexico "must be adopted" unless Italy accelerates the granting of official sanction for the screening of Mexican product there, Congressman Jorge Ferretis, chairman of the National Cinematographic Board, stated here.

Ferretis explained that two top Mexican films have been in Italy a year, but have not as yet received exhibition authorizations. He indicated that "slowness reciprocity" might stir Italy to faster authorizing of Mexican pictures.

The film board chairman said that France gives Mexican pictures fast attention and that a representative of the French film industry is due here in mid-November to complete an agreement with France concerning Mexican exhibition in France, and vice-versa.

'Oklahoma!' in Chicago

Magna Theatres' "Oklahoma!" in Todd-AO, will have its Midwest opening at McVickers Theatre, Chicago, Dec. 26.

N.Y. Newspaper Aids Audience Poll Here With Prize Contest

The Council of Motion Picture Organizations Audience Awards promotion and publicity campaign in the Metropolitan New York area commenced last week with the "Journal-American" sponsoring a contest in which a 1956 Oldsmobile and $1,000 in cash are offered as top prizes.

A three-quarter page display advertisement in that newspaper was the first in the Audience Awards campaign fanfare here. Other ads and feature stories on the election will be run daily from now until the close of the public balloting on Nov. 27. Yesterday's edition of the "Journal-American" carried a reprint of the COMPO ballot which will be distributed in theatres.

Mandel Committee Chairman

The promotion in the newspaper was arranged by the public relations committee of New York City exhibitors, of which Harry Mandel of RKO Theatres is chairman. Other members of the committee are Ernest Emerling, Loew's Theatres; D. John Phillips, executive director of Metropolitan Motion Picture Theatres Association, and Morton Sunshine of Independent Theatre Owners Association of New York.

German Film Official Meets Press Today

Dr. Guenther Schwarz, general manager of Export Union, international voice of the German film industry, will meet with the trade press here today before returning to Germany.

Lease Trans-Lux House

The Trans-Lux Theatre Corp. has leased the Crest Theatre, Bronx, N. Y., to N & R Theatres, Inc., it was announced by Berk and Krumgold, brokers.

'Cry' Premiere Set

HOLLYWOOD, Nov. 13.—M-G-M's "I'll Cry Tomorrow" will have its premiere at the Four Star Theatre here on Dec. 23.

REVIEWS:

Champion's Reward

MacDonald Pictures

HANDICAPPED PERSONS who, throug faith in themselves, have succeeded in becoming champions, supply the theme for an inspiring story written and produced by Bud Greenspan Running to only an hour in length "Champion's Reward" is certainly an informative and impressive film, and should appeal to those audiences that relish cheering for the underdog, as well as to those patrons with a persistent interest in the sports world—and this number is indeed legion.

There are three separate stories, with Fred Coleman, sports writer, maintaining linking threads of narration. First yarn concerns a young man who became interested in weight lifting. He is John Davis, who managed to win with prodigious feats of strength, culminating with his triumph against Russia's formidable opposition in the 1952 Olympic Games, at Helsinki.

The second story concerns Jesse Owens and his fantastic career, including the sequence wherein Hitler refused to honor a "non-Aryan." The third and perhaps the most unusual deals with golfers—totally blind and engaged in a golf tournament filmed at Worcester, Mass.

Director James Hammerstein has made astute and knowing use of newsreel and library clips.

"Champion's Reward," properly merchandised, can go a long way, box office-wise, in a sports-minded community.

Greenspan's screenplay is properly fashioned to tie all connecting scenes together.

Running time, 60 minutes. General classification. October release.

Killer Leopard

Allied Artists

PRODUCER - DIRECTOR - WRITER Ford Beebe has fashioned a standard jungle melodrama with the redoubtable Bomba, portrayed by Johnny Sheffield, who has played the jungle boy role often. The screenplay makes competent use of library stock footage, and prompt setting forth of the problems and their resolution. It is standard fare of its kind.

A killer leopard invades a province in Africa and Bomba attempts to get the villain before he gets down to killing animals and natives on a regular schedule. To add to the complications, Donald Murphy, an American after illegal, uncut diamonds, plans to bring out a fortune. On Murphy's heels, however, comes his wife, Beverly Garland, who is seeking him to explain that he's been forgiven for his misdeeds back in the States and that everything is all right. Miss Garland misses Murphy in the district village, and heads for the underbrush, where, in association with Bomba, she clears up the situation.

Running time, 70 minutes, General audience classification. Release in October.

THE EYES OF THE INDUSTRY ARE ON "GUYS AND DOLLS"!

An Editorial by Martin Quigley in Motion Picture Herald, Issue of November 12, 1955—

BOMBSHELL!

An attraction of atomic-like impact came to Broadway over the past week-end—Samuel Goldwyn's cinematographic creation of the times and types and tunes of "Guys and Dolls."

The court of last resort—the paying customers—were heard from, first on Friday over the pelting rain and shrieking wind of an Autumn storm and, again and again, in an increasing crescendo on Saturday and Sunday. At the conclusion of the week-end the bulging box office revealed a rate of income never previously matched on Broadway.

This impressive development tells in unmistakable terms its own story of Samuel Goldwyn's masterful design and execution in showmanship. It has in addition a heart-warming message to the business of motion pictures at large. It is renewed proof of the responsiveness of the public to the successful realization of an attraction that, making no compromise with mediocrity, reached relentlessly for the stars.

BOX-OFFICE HISTORY WILL REPEAT!

Boston, Astor Theatre, now playing.
Chicago, Chicago Theatre, now playing.
Philadelphia, Randolph Theatre, now playing.
Washington, D. C., Keith Theatre, opens November 16.
San Francisco, Stage Door, opens November 17.
Los Angeles, Paramount (Hol.), opens November 22.
Detroit, Adams Theatre, opens November 24.

Allied's EDC

(Continued from page 1)

circuit telephone hookup in which the information will be exchanged.

Allied leaders look upon the expanded EDC as a step to give Allied a stronger united front, members said. It will tie all the units of the organization together for smoother operation, they added.

Congressmen to Hear Plea

Meanwhile, small town exhibitors are preparing to contact their Congressmen, the same Congressmen who were contacted in COMPO's Federal tax repeal campaign, to acquaint them with the rentals situation. The contacting is expected to start during the Christmas holidays. They will be told of certain pictures which, the small exhibitors say, are not available because of excessive terms.

Mrs. Griffith

(Continued from page 1)

soon by Howard Anderson of Mullins, S. C., vice-president of the association. Anderson is acting in the capacity of president. C. A. Dandelake has resigned.

Mrs. Price now is employed by a Charlotte film exchange and is expected to assume her new duties in three weeks. Mrs. Griffith has been ill for some time. She will continue to serve in an advisory capacity. She has been with the organization since 1928.

Foreign Films in U. S.

(Continued from page 1)

to pay more attention to the Production Code and to take various other steps if they want a larger share of the American film market, it was stated.

The other steps suggested included larger promotional campaigns, good dubbing, increased use of American stars, employment of American producers and directors to work with European producers and directors, wider publicity during production, more production in new film techniques comparable to CinemaScope and VistaVision and use of U. S. film cutters.

From Nine Foreign Nations

The American industry spokesmen gave their suggestions to officials representing film producing associations of nine major foreign film producing countries. The meeting was a follow-up on the meeting earlier this week of the administrative council of the I.F.F.P.A.

Renato Gualino, president of the Federation, told reporters that the discussion had been "very straightforward, with no rows." He said "all concerned agreed that never was there a more favorable moment for selling foreign films in the U. S. If we can come forth with the proper pictures."

Gualino said this was true because of the serious product shortage here, the increasing fashionableness of all foreign product, and the desire of American tourists returning from abroad to see films made in the countries they visited. In view of the product shortage, he said, exhibitors and distributors would be "delighted" to find good foreign films to distribute and show.

Want More Playing Time

The foreign producers generally felt they should and could get more U. S. playing time, but expressed "no particular complaints," Gualino said. He added that all agreed that if foreign film producers wanted to sell to the large theatre circuits and other major U. S. markets, they would have to undertake promotional campaigns equal to those the American companies undertake for their own products.

Gualino said the meeting had invited Wolfson, Mayer and Arnall to be present to supplement the views of Johnston and other MPAA officials, and that the foreign producers felt they had been given "particularly valuable advice."

On the subject of the Production Code, Gualino said that the American spokesmen said that foreign producers should bear in mind the fact that the American public is used to films made under the Production Code and that it would be wise for the foreign companies to produce films that could obtain Code Seals. He added that in contrast to previous similar meetings, where the Code came under heavy attack from foreign producers, there was comparatively little complaint this time.

"We European producers are becoming used to the Code," Gualino said. "We are not so jittery about it any more. We may have some different ideas on how it should be used but we also realize that it is often a protection against government censorship."

Gualino said the foreign delegates had welcomed the suggestions about using more American personnel and changing stories occasionally to conform to American tastes, but had expressed some doubt as to how far they could go "in giving an American flavor to European pictures."

To Push Plans for Acapulco Festival

MEXICO CITY, Nov. 13. – The proposition of holding an annnual film fair at Acapulco now has a new and vigorous sponsor, Mario Zacarias, president of Produciones Zacarias, just back from Sao Paulo, Brazil, where he represented Mexico at the film festival. He seeks Mexican Government official aid for the Acapulco show, and wants the government to arrange a world film treaty which he hopes will solve such problems as censorship and funds freezing.

'Sands' to Palace

United Artists' "Desert Sands" will open at the RKO Palace Theatre here on Nov. 18.

Business Poll

(Continued from page 1)

stimulus expected from the Audience Awards Poll this month, and its aftermath; with the usual year-end holiday spurt and the release of more and stronger pictures, an upturn soon is inevitable.

ABPT president Leonard Goldenson contended that "if you don't have the pictures," it's impossible to do the business. He said the decline, which ABPT has experienced since September, is not a question of anything but having the pictures. To prove his point, he cited the grosses currently being chalked up by "To Hell and Back."

Not Much Change, Says Shea

At the same time, a dissenting note on the business situation came from Gerald Shea, head of the Shea Circuit, which operates 42 theatres, mainly in Ohio and northern Pennsylvania. Shea reported business in September just about the same as last year, while October business was better than last year.

Expressing an opposing point of view, a spokesman for Associated Prudential Theatres said that attendance and business is down because of the lack of pictures. He, along with such circuit executives as Loew's Theatres vice-presidents Eugene Picker and John Murphy, pointed to the competitive factor of television in the fall season, when TV returns to the air, figuratively speaking, with its top programs.

Picker, stating that he felt that the industry should offer a competitive line-up of strong product for the fall season, also pointed to "the stronger" newspaper advertising campaign now being utilized by TV.

Murphy Seconds Goldenson

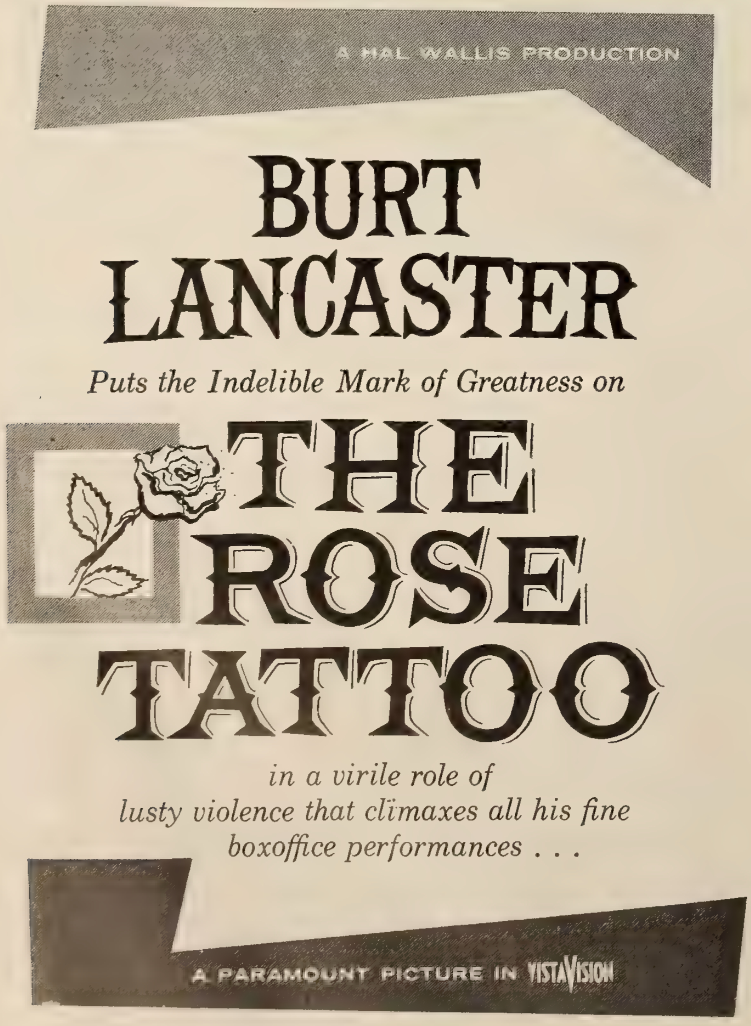
Murphy joined with Goldenson in saying that from Christmas on, the product line-up looks better.

Goldenson, head of the company which also includes American Broadcasting Co. and its television facilities, was asked whether he agreed with the contention that the return of the big TV shows and larger TV advertising is responsible for the current dip. He replied that the factor of TV is "relatively small" compared to the lack of pictures.

Harry Brandt, head of the Brandt Circuit, contended that distribution leaders are shortsighted in not releasing product on a balanced scale. TV, he added, is going in for bigger advertising of its shows than "we are doing with pictures."

$2,000,000 Domestic Gross for 'Crockett'

Walt Disney's "Davy Crockett" is expected to attain a domestic gross of close to $2,000,000, according to Al Margolies, director of advertising and publicity for Buena Vista Film Distribution Co., who also reported that Disney's studio personnel is currently working on theatrical and television product which will be completed and released by 1959.



A HAL WALLIS PRODUCTION

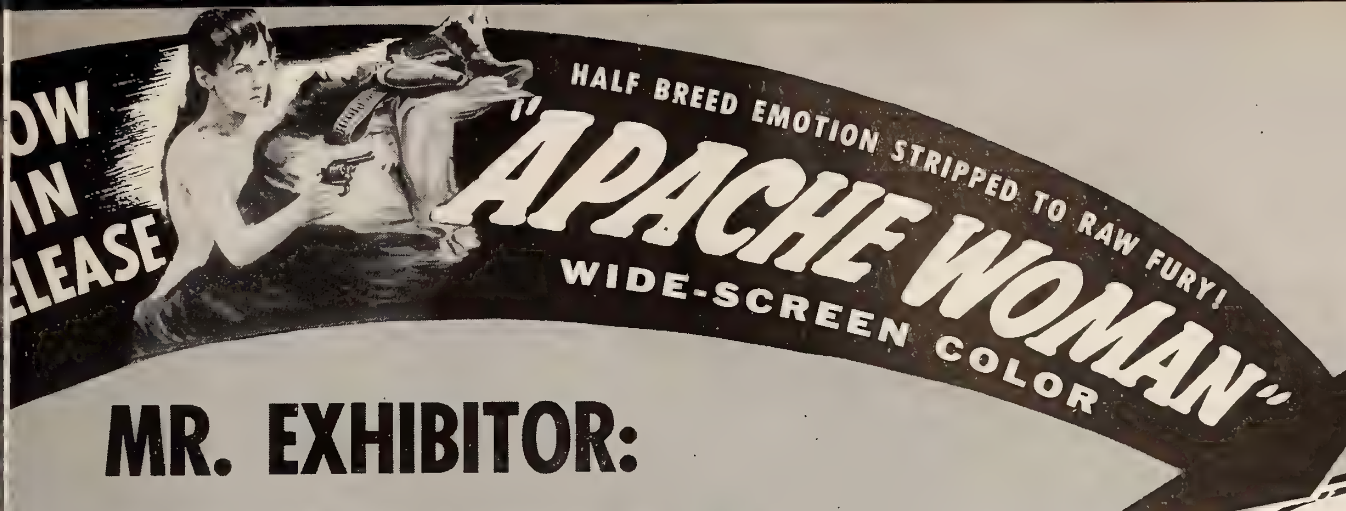
BURT LANCASTER

Puts the Indelible Mark of Greatness on

THE ROSE TATTOO

in a virile role of
lusty violence that climaxes all his fine
boxoffice performances . . .

A PARAMOUNT PICTURE IN VISTAVISION

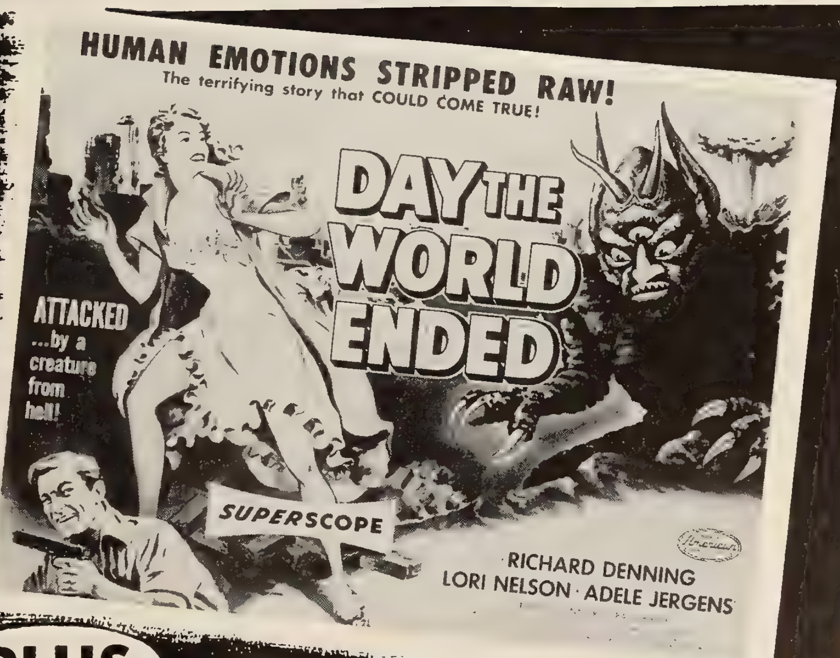

OW
IN
ELEASE
HALF BREED EMOTION STRIPPED TO RAW FURY!
"APACHE WOMAN"
WIDE-SCREEN COLOR

FROM
THE
INFANT
OF
THE
INDUSTRY!

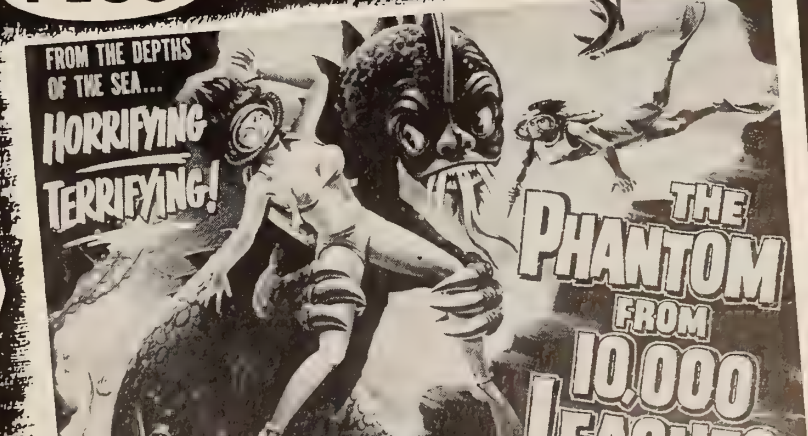
American
RELEASING CORPORATION

MR. EXHIBITOR:
YOU ASKED FOR IT!
READY IN JANUARY — THE
BOX OFFICE COMBINATION OF THE YEAR!

THE
TOP
THE
SHOCK
SHOW
OF
ALL
TIME!


HUMAN EMOTIONS STRIPPED RAW!
The terrifying story that COULD COME TRUE!
DAY THE WORLD ENDED
ATTACKED ...by a creature from hell!
SUPERSCOPE
American
RICHARD DENNING
LORI NELSON · ADELE JERGENS

PLUS


FROM THE DEPTHS OF THE SEA...
HORRIFYING
TERRIFYING!
THE PHANTOM FROM 10,000 LEAGUES

KENT TAYLOR · CATHY DOWNS · MICHAEL WHALEN

SEE!
THE WORLD ENDED BY ATOMIC FURY!

SEE!
THE HORRIBLE "MUTANT" WHO SEEKS A MATE!

SEE!
THE TERRIFYING "BEAST" ON THE OCEAN FLOOR!

SEE!
THE BATTLE FOR LIFE AT THE BOTTOM OF THE SEA!

SEE!
FANTASTIC WORLD OF DEATH AND HORROR!

SEE YOUR LOCAL **American** EXCHANGE!

Ryan in Plea

Says Players Should Appear In Small Cities

By SAMUEL D. BERNS

HOLLYWOOD, Nov. 13.—Personal appearances in the grass-roots sectors of the country have been sadly overlooked as a means of increasing grosses and creating wider industry relations, Robert Ryan told MOTION PICTURE DAILY.

The co-star of 20th Century-Fox's "The Tall Men" reported on conversations with other name players who contribute their tub-thumping services for films going into national release, contending that much of their efforts result in "love's labor lost" if appearances are confined to interviews in the larger cities like New York, Chicago and Boston and nothing smaller than Minneapolis. The nation's five or six top cities have become blasé to stars pitching for a film, and the performer's reaction generally is one of running around the bases with no one caring whether or not he scores a homer, Ryan claimed.

Points to Double Benefit

To offset this condition, Ryan suggested an opportunity to be given players to wrap up a number of good size towns like Duluth, Peoria and Harrisburg, where the response for a visiting actor bids for greater interest in his film. Such tours could generate a feeling of accomplishment for the actor as well as provide insurance for the star's marquee value on subsequent films in which he may appear, Ryan said.

Questioned on the trend of stars entering independent production, Ryan saw this as a roadblock to challenging roles and unusual films. Once an actor turns business man, he "goes for safe," figuring on a Western as the least risky, the actor declared.

Walt Disney Coming For Four-Day Visit

Walt Disney is scheduled to arrive here today from California for a four-day visit. In addition to conferring with executives of Buena Vista, the distribution arm of the Disney organization, he will attend the annual dinner of the National Audubon Society and a special luncheon of the Academy of Television Arts and Sciences. He will also be the recipient of an award by Parents' Magazine.

AA Retains Agency

HOLLYWOOD, Nov. 13.—Buchanan & Co. has been retained to handle advertising for William Wyler's production of "The Friendly Persuasion," it was announced by John C. Flinn, Allied Artists advertising and publicity director.

Praises 20th-Fox, Univ. Release Volume

Product Shortage Becoming More Acute, S-W's Nat Fellman Contends

From THE DAILY Bureau

HOLLYWOOD, Nov. 13.—The danger signal on an acute shortage of product is getting louder, causing undue hardships on the industry and giving theatre men an alarming outlook on the future, due to the inconsistency of new releases, Nat D. Fellman, executive assistant to general manager Harry Kalmine, of Stanley Warner Theatres said during a recent visit here.

Nat Fellman

Fellman, encouraged by the product seen at some of the studios, expressed great concern at the quantity being turned out pinning a warning note on the worst product shortage experienced in his 28 years of theatre operation.

Says First-Runs Have Doubled

"We cannot operate theatres profitably if the major distributors deliver films on the basis of one every four to six weeks. Since the government's trust action against Paramount, et al, competition has risen to a point where there are now twice as many first run situations as there were 10 years ago. Instead of having more product available to satisfy such competition, a steady decline in production has created a pure "seller's market," with reissues having a field day in rentals," Fellman said.

"The industry must suffer if the momentum of building theatre audiences is retarded by a meager and inconsistent supply of high calibre product," Fellman added. He called attention to what he considers a violation of the fundamental principles of exhibition whereby it has become necessary to give unwarranted additional playing time to bookings, playing lesser grade films in de luxe houses and charging the same admission prices for reissues.

Outlines Company Plans

To exemplify his remarks, Fellman stated that four of the major distributors are spreading release dates near the year's end, paralleling a condition experienced during May and June of this year. Paramount will have saturation bookings on "The Desperate Hours" by Thanksgiving, with Martin and Lewis' "Artists and Models," next on the list, being offered for Christmas-New Year bookings; M-G-M is taking November dates on "The Tender Trap" and a lapse until the year end holidays for "Kismet." Warners has "Sincerely Yours" on the immediate booking list, with "The Court Martial of Billy Mitchell" next in view for the Christmas season. RKO is readying a campaign on Nat Holt's "Texas Lady," and has no announcement on a feature to follow.

Fellman gave credit to 20th Century-Fox and Universal-International for maintaining a better flow of product with additional pictures filling the gap between Thanksgiving and New Year.

Fellman took issue with distributors who give Hollywood every booking advantage by making a great number of films available in the film capital near the year's end in order to become eligible for Academy nominations and impressing Oscar voters. The producers seem to have lost sight of the fact that we are in business 52 weeks of the year, and are entitled to similar consideration outside of Hollywood, which would in no way impair such eligibility and could, on the other hand, expose case histories of audience reactions that would offer a measure of influence to the voters, he said.

Suggests "Basic Formula"

Questioned on factors which could serve as a guide to producers regarding future product, Fellman listed the importance of the story as the primary influence in attracting the customers. "A good story and a good star name is the basic formula for 'blockbusters.' A star name in an uninteresting yarn is a costly mistake. With few exceptions, you can't make a star overnight. Now is the time to build new faces into 'box office names.' We're not looking for high budget films only," were other remarks Fellman made.

Goldwurm in From Europe With Product

Jean Goldwurm, president of Times Film Corp., will arrive in New York today from an extended stay in Europe where he concluded negotiations for the acquisition of several films to be distributed by the company.

Goldwurm and Felix Bilgrey, attorney for Times Film, reported to French film leaders, while in Europe, on their efforts in anti-censorship contests in the U. S.

Conn. Drive-ins Go Dark for the Season

HARTFORD, Nov. 13.—Majority of Connecticut drive-in theatres have either curtailed operating schedules or already closed for the season. Many situations, faced with declining business because of cold weather and resumption of school classes, have dropped Monday through Thursday performances. All drive-ins, with the possible exception of Meadows Drive-In here, are expected to close down in December until spring.

FCC Rejects

(*Continued from page* 1)

in these communities asked that th areas be made exclusively VHF UHF. At present, VHF and UH channels are assigned in the san communities, and UHF operato complain that they cannot compe with VHF stations.

In a positive step, however, t commission announced that it wou set rule-making procedures on t question of national deintermixtur and requested that comments filed on the subject by Dec. 15 wit answers to be in by next Jan. 6.

New York Permit Granted

The commission did grant the request of Hudson Valley Broadcastin Co., Albany, N. Y., for the assignment of VHF Channel 10 to Va Mills, N. Y., as a "drop-in" to brin a second VHF service to the are This was the only grant the commission made in all the petitions o which it ruled.

The four-man commission majorit decision was reached over the angr protests of two commissioners, an the reluctant acceptance of a thir Commissioner Hyde, most violent c the dissenters, declared that the decision "may deal a death blow t the UHF television service."

The FCC action today, howeve might clear the way for the commission to begin work on problems suc as subscription television, which i has put aside pending the issuanc of the deintermixture decision.

Ask "Nationwide" Approach

Commissioners McConnaughe Mack, Lee and Doerfer—all Eisenhower appointees—announced in thei decision that "the commission ha serious doubts that the requested relief would be meaningful with respec to the general problem." The commission is convinced, the majorit said, "that if lasting solutions to th allocation problems now confrontin the development of a nationwide television service are to be found, th approach must be nationwide i scope."

In his dissent, Hyde declared tha "the obvious reason for the sudde haste of the majority in taking th present action, is to clear the deck for the immediate grant of VHF applications in a number of communitie involved in the deintermixture cases and in other communities where deintermixture has been suggested an peremptorily turned down."

Wanted Separate Disposal

Dissenter Bartley stated his belie that the petitions should have bee disposed of separately, "serving as pattern for the expeditious disposition of the remaining deintermixtur cases." Dissenter Webster was mild All three dissenters are Democrati appointees.

The commission asked that comments on the deintermixture questio relate to the effect of any propose deintermixture plan on the future expansion of the television service o existing station assignments, on educational TV channels and on variou technical problems and standards.

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

Commercials

▶ More imagination and showmanship in TV commercials will ring more audience attention, Carl J. Hudson, vice-president, western division, for ABC, told a luncheon meeting of the Hollywood Advertising Club last Monday. His address was titled "The Public and TV Commercials" and Mr. Hudson said what TELEVISION TODAY has been saying editorially on everal occasions. Commercials hould be "live, intelligent and elective."

What Price "First"

▶ When NBC, with considerable fanfare and many trumpets, sent Alexander Korda's "The Constant Husband" out over the TV circuit ast Sunday evening in a "Color Spread Spectacular" they hailed the presentation as a notable first. First it may have been, in showing a motion picture before theatrical release, but therein the "firstness" approximately ended. Despite Rex Harrison's mighty and partially successful striving in the title role as the much married bigamist with most convenient memory lapses, the film was quite British—but not of the best British. It was farce, but a trifle heavy-handed for all its polish. Sponsorship, necessarily desirable, tended to get in the way with too many commercials, to satisfy Buick, Sunbeam, Lewis Howe Co., and Maybelline. Too many, too often, gives a picture a task to overcome before it starts. The net of the matter would seem at this moment to be that quality will out, regardless, and that an older motion picture never seen before is as new to the viewer as a new picture never seen before, and that advance buildup is no substitute for satisfaction.

"CHRISTMAS CAROL"

Various versions of Charles Dickens' "A Christmas Carol" will be all over the radio and television dials this coming holiday season. One of the most notable—and most omnipresent—versions undoubtedly will be the feature-length film presentation starring Alastair Sim and distributed by Associated Artists. The film originally was released theatrically in 1951 and last year was televised over 40 stations. Associated Artists now reports that 80 stations have signed contracts for its holiday showing and that more are signing up daily.

New York Sport

▶ A non-native once characterized New York as the place where everybody seemed out to get somebody else, whether for personal pleasure, profit or the sport of the chase. This comes to mind with the report of some remarks made by Leo Durocher, former manager of the New York Giants, and now with NBC as part of that organization's talent development program. Mr. Durocher was in Detroit, talking to the sports day luncheon of the United Foundation Torch Drive, about his role in television and the excitement of looking for new talent. Almost concurrently, Milton Berle arrived in New York with plans for a TV film series, a situation comedy, and who does he want to star in it? Leo Durocher, the same one out in Detroit looking for new talent.

NTFC Fall Forum

▶ All-day Thursday in New York the National Television Film Council will be holding its Fall TV film forum at the Hotel Delmonico. "Live" speakers will include John J. Schneider, vice-president of Biow, Beirn & Toigo, president of the NTFC, and Dr. Alfred Goldsmith, NTFC board chairman and "father of television." Also in prominence: Ralph Cohn, of Screen Gems; Archie Mayers, of Standard Television; Bert Hecht, of Bill Sturm Studios; Marshall Rothen, of Kenyon & Eckhardt.

Sold Out

▶ National Telefilm Associates believes it has established some sort of mark, being "the first major TV film distributor to have completely sold out its film library of syndicated film series and feature films in the New York area." Among the stations involved are WCBS-TV, WOR-TV, WPIX and WABD, and the properties include western features, the "Fabulous Forty" package of Korda-Rank features, and such series as China Smith, Orient Express, The James Mason Show, Bobo the Hobo, Police Call, Man's Heritage.

Inevitable and Right

▶ It seems not only inevitable but right that Walt Disney, who has now—or has had in the past—cameramen everywhere else in the world, should have two representatives aboard the U. S. Government's Operation Deepfreeze, the ambitious, four-year Antarctic expedition under the supervision of Admiral Richard E. Byrd, USN (Ret.). The Disney representatives are Lloyd Beebe and Elmo Jones (see cut) and their results will be shown on either Disneyland or the Mickey Mouse Club, both of ABC-TV, beginning some time next spring.

Review Time Near

▶ The end of the year is nearly at hand and that means its time for summing up, at all levels. INS-Telenews announces that it will have available "prior to Christmas Eve" a half-hour, fully scored and voiced review of the sports high-

(*Continued on page* 14)

In Our View

IN MUCH the same way that Spyros Skouras, president of Twentieth Century-Fox Film Company, spearheaded so energetically and successfully the motion picture's move toward the new technique of the wider screen, so have Brigadier General David Sarnoff, NBC and RCA board chairman, and Robert W. Sarnoff, executive vice-president of NBC, spearheaded the current television industry move toward color. At the moment the drive is being carried forward energetically, its success is yet in the future.

However, it would seem rather inevitable that the campaign will eventually meet with success. In the first place, there can be no gainsaying the fact that improvement in rendition, of any type of entertainment or anything else for that matter—must have a salutary effect on the public reception of that commodity. That the current obstacle is largely one of the retail price of sets is, of a certainty, not an insurmountable block, since the whole history of industrial enterprise has proved that initially high prices never remain a permanent obstacle to full use.

Now NBC plans a $12,000,000 color expansion program, the declaration of intent following last week's Chicago station-conversion announcement. This new plan envisages large-scale physical and technical development of color in New York and Hollywood, particularly centering in major facility additions to Color City, at Burbank, California.

The seeming reluctance of other TV interests to plunge into the color stream is understandable, but the way would appear clear. The fact that color will become an admirable, justified, practical working tool of the medium does not mean necessarily that all programs will be—or should be—in color. But the inevitability of color as a TV adjunct would appear unquestioned.—*C. S. A.*

Passing in Review

A SECOND LOOK LAST WEEK at Harriet Van Horne's "The Other Side of the Set" (WABC-TV, Saturday, October 5) gave further evidence that the television critic of the New York *World Telegram & Sun* is as honest and attractive on-screen as she is in writing about it. Miss Van Horne, whose newspaper copy works that difficult and healthy middle road between pompous pronouncement and pained wit, presides over an "inside TV" show that is bright, informative and at the same time good public relations.

NBC-TV's Opera Theatre returned to the air Sunday (November 6) afternoon with the world premiere of "Griffelkin" by Lukas Foss and with libretto by Alastair Reid. It was an extremely ornate and busy production (even a street corner letter box came alive for ballet purposes), at the heart of which was a simple and appealing tale of the evolution of a 10-year-old devil into an ordinary little boy. In the absence of *Television Today's* regular opera critic, who was taking an inopportune sabbatical, another local man asks simply, "Is this *recitatif* necessary?" In opera, it is.

Mark Stevens, triple-threat producer-director-star of NBC-TV's "Big Town," last Tuesday night (November 8)—offered a continuing good, workman-like job. Lillian Roth, whose autobigaphy, "I'll Cry Tomorrow," will shortly be released by MGM, got in some indirect plugs for the film as well as an acclaimed performance in the U.S. Steel Hour's production of "Outcast" on CBS-TV Wednesday night. Also Wednesday night, a glance at ABC-TV's popular "Break the Bank" revealed Bert Parks still to be the kind of emcee you either like or you don't, and no point in arguing the matter. Elsewhere in the week:

SHOWMANSHIP

From this corner an appreciative nod to the corner where sat Harry Coyle, the director handling the NBC telecast of the Notre Dame-Pennsylvania game Saturday, November 5. In the closing moments of that Notre Dame walkaway, a young and eager substitute came off the bench to play end for Notre Dame. Very few minutes later the quarterback dropped a pass into his hands for a touchdown. Thereupon the youngster proceeded to go slightly ecstatic for sheer, unbelieving joy at his accomplishment. The director at this point, instead of the usual camera-switch for the following play, held camera full on the young man as he cavorted, waved his arms and expressed his unbounded happiness. It was a fine, come-alive touch reflecting heads-up showmanship on the part of the director. Nice going, in fact, by all concerned.

TV READER'S DIGEST, ABC-TV, ½ Hour, 8 P.M., EST, Monday, November 7, 1955. Film. For Studebaker-Packard.

The potential drama in the story of an American Protestant clergyman, who withstood Chinese Communist efforts to brain-wash him, was never realized in this chapter of the TV Reader's Digest series. Vincent Price's earnest performance as the clergyman, John Hayes, was constantly limited by the script, which was little more than a series of duologues between captive and hard-headed captor. The personal drama in turn was lost in flights of abstract rhetoric—noble, over-simplified and completely undramatic in the visual sense. Even the musical background, composed of the kind of themes which used to accompany Charlie Chan's initial appearance at the scene of a crime, was out of keeping. Chester Erskine is producer and he has done better.

MAX LIEBMAN PRESENTS, "The Great Waltz." NBC-TV, 1½ Hours, 9 P.M., EST, Saturday, November 5, 1955. For Oldsmobile.

To paraphrase an historic and notable remark, it might well be said of Max Liebman and his associates at NBC Television, "this was their finest hour (and a half)." The Liebman production for TV of that happy operetta was done with skill, taste, musical integrity and artistry. Here was a Color Spectacular which came through in black and white most entertainingly. No little of the responsibility for the engaging result was due to the cast, with Patrice Munsel as the Viennese singer, Keith Andes as Johann Strauss, Jr., Jarmila Novotna as the "patroness" of the arts, and Bert Lahr, quite happy as the singer's father and pastry shop owner. The Strauss music was beautifully rendered, Mia Slavenska offered a ballet moment, the supporting cast was highly satisfactory. Based on the Moss Hart American adaptation of the original operetta, this version was written by William Friedberg and Neil Simon. It was, in every sense of the word, a fine television production, with ample credit for all. The father-son Strauss musical rivalry, and its surrounding romantic story is old and ever-new and the music, of course, can never grow old.

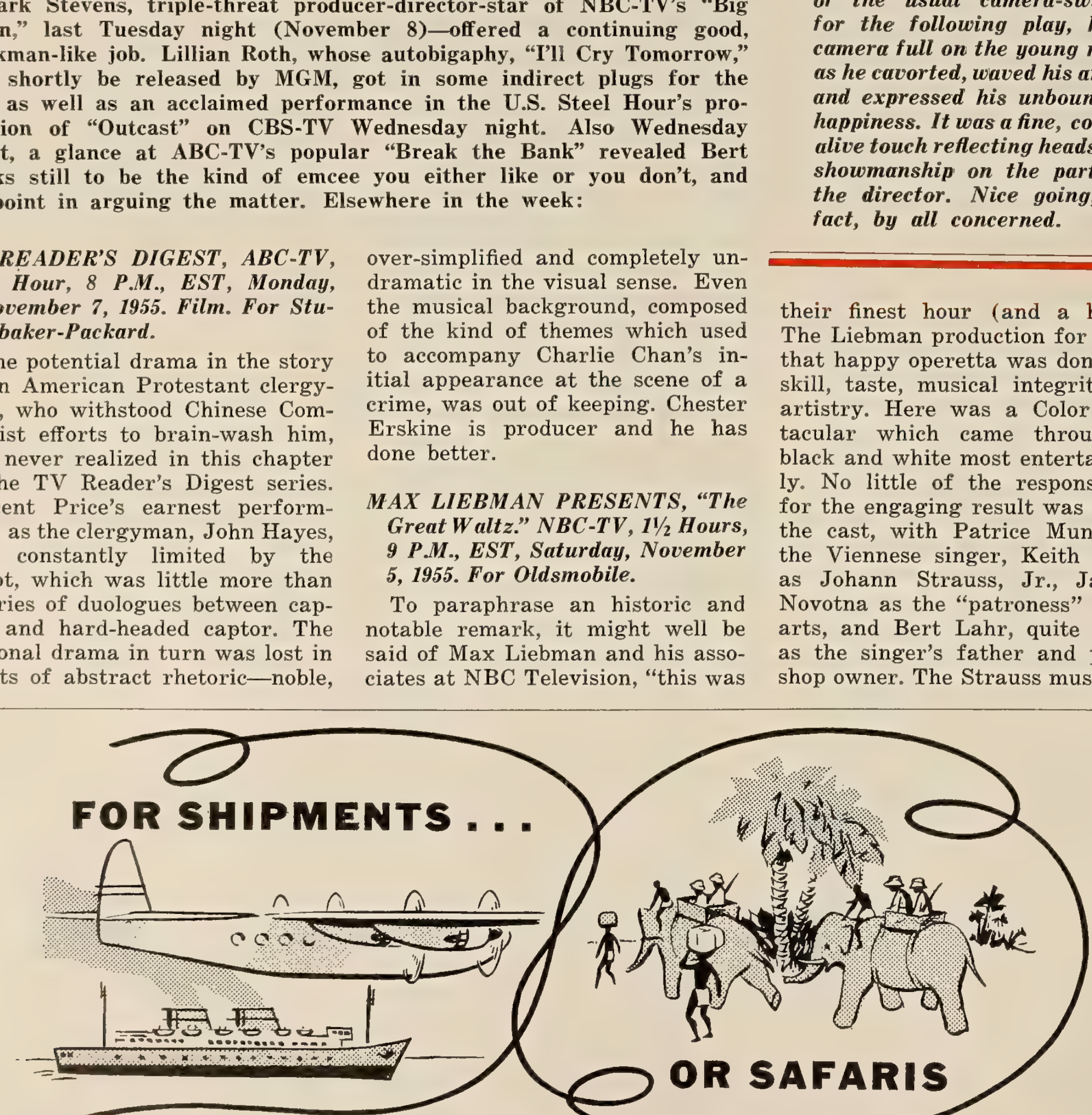
TEX McCRARY'S M.I.P., WABD 10 Minutes, 7:15 P.M., EST, Monday through Friday. Live, from New York. For Emerson.

Tex McCrary, who for some time now has been drawing the biggest names from all walks of life to his WRCA radio show, has come up with a pleasantly informal format for a foreshortened video interview program for local New York consumption. The only trouble—and a major one—is that it's too short. Because Mr. McCrary is about as able and articulate a reporter as any now working the airways, this brevity is all the more apparent as he digs into his Most Important Person. The night he was caught by this reviewer (November 8) he had New York's Sanitation Commissioner on the carpet, but perhaps only a 90-minute spectacular could do full justice to the whys and wherefores of the city's state of disrepair. Mr. McCrary, incidentally, has a particular gift for getting the best from political figures of all degrees of importance.

BIG STORY. NBC-TV, ½ Hour, 9 P.M., EST, Friday, November 4, 1955. Film and live. For American Tobacco (Pall Mall) and Simon Company.

Dipping into the "Big Story" file at a chance moment, so t speak, we came up last week with story, which was not quite typical of the general run, but was perhaps the more interesting for that reason. With Ben Grauer as usual in the role of host and editor, this item carries the viewer to San Francisco and the local *Chronicle*, whose Bruce Benedict, the reporter-hero of the moment, came by chance upon his "big story." A young cadet was unceremoniously discharged from the local Merchant Marine academy for an alleged theft when an article of clothing belonging to another was found in his possession. A martinet commandant was following rules "to the letter," while justice languished. The reporter clarioned a drive to clear the boy, successfully completing his story. It was effectively done all around, interesting and significant. Leonard Valenta directed for Pyramid Productions.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editor: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.



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HOLLYWOOD, U. S. A.:

OLLYWOOD: Television pro-
cers here and producer groups
e studying the proposals of the
ational Audience Board made
st week here by **D. Brandon**
rnstein, board representative, at
joint code committee session. It
as suggested that the committee
cept or adopt the NARTB code
a general yardstick to stand-
dize code practices and code
hics of television producers, and
at the producers add to or am-
ify the NARTB code by amend-
ents which will satisfy the pro-
ucers' code requirements.

Edward H. Bronson, director of
levision code affairs for the
ARTB, had written a letter in
hich it was suggested that pro-
ucers need some sort of code.
resent at the meeting here were
presentatives of the National
ciety of Television Producers,
e Academy of Television Arts
d Sciences and other units.

◆

"There's no such thing as a
arving writer," **Albert McCleery**,
xecutive producer of the NBC
latinee Theatre (daily dramas),
ld a group of professional writ-
rs at a local script seminar re-
ently. "There are lazy writers
nd poor writers and downright
ad writers," Mr. McCleery de-
ared, "but no writer who studies
V's needs carefully and works
ard to meet them is starving."

As producer of "Matinee Thea-
re," he is the top man of the show
nat constitutes the largest mar-
et for dramatic material in TV
oday. His remarks were made to
50 writers in an attempt to set forth Matinee Theatre script requirements.

◆

Walt Disney has started interior filming on his live-action television feature, "Corky and White Shadow," at the Disney Burbank studios. Location work has been completed. **Buddy Ebsen** is starred, and the show will be presented on the Mickey Mouse Club in 10 episodes, over the ABC-TV network.

◆

Joan Leslie has been signed to star in the initial segment of "The Court of Domestic Relations," a new case history series, which will be produced for Harmony Productions by **Lee Loeb. Ted Post** will direct the opener at Mercury-International Studios November 15. **Guy Trosper** is supervising the screenwriting of the documented cases. The new company is headed by **J. G. Thompson**, president, former aircraft manufacturer, with **V. E. Ellsworth**, vice-president and treasurer, and **Lee Loeb**, secretary.

◆

Screencraft Enterprises, Inc., last week completed editing of nine domestic and eight Canadian commercials for Texaco Star Theatre, starring **Jimmy Durante**, and delivered them to the Kudner Agency. . . . To identify the weekly showings of the "Cheyenne," "Casablanca" and "Kings Row" TV series as separate and distinct stories, Warner Bros. will henceforth use an individual title on each.

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Who's Where

AL Di GIOVANNI has joined NBC-TV as manager of sales development for the "Today," "Home" and "Tonight" programs, it was announced by **ROBERT McFADYEN**, director of sales development. Mr. Di Giovanni had been director of research for CBS-TV Spot Sales.

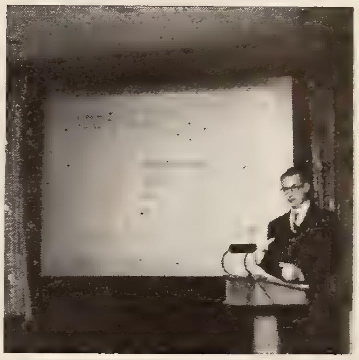
JAMES E. DENNING has been appointed director of talent and program contract administration for the National Broadcasting Company. The announcement was made by **EARL RETTING**, vice-president in charge of network services.

PAUL KWARTIN has been named to head a new national sales division set up by Associated Artists Productions, New York, according to **ROBERT RICH**, general sales manager of the TV film company.

WILLIAM SEAMAN has been appointed manager of operations for WABD, New York, it was announced by **TED COTT**, vice-president of the DuMont Broadcasting Corporation.

TV Slips Tight Loop on Fort Wayne Guinea Pig

TV Today Photos



RESEARCH and analysis at NBC. At the top, left to right, Murray Heilweil, director of merchandising; Bill Anderson, trade information, and Dr. Thomas E. Coffin, manager of research. Above, Dr. Coffin.

The influence of television on the structure of merchandising in this country may one day be the most thoroughly documented phenomena since—well—the advent of commercial television in Great Britain. This was the wisp of a thought that occurred last Thursday in the course of a carefully staged press conference in New York at which NBC presented the results of Phase Two of its "Strangers Into Customers" survey.

Surveys sometimes are malleable things which can mean all things to all people. However, there would seem to be only one conclusion to be drawn from NBC's tireless quest into the whims and ways of the residents of Fort Wayne, Indiana. Specifically, among the food and drug retailers there, television is nothing less than "the strongest selling force ever known."

◆ ◆

On hand at the Johnny Victor theatre were Dr. Thomas E. Coffin, manager of research for NBC, and Murray Heilweil, director of merchandising for the network. Their story was a before-and-after presentation of what the food and drug retailers of Fort Wayne had found to be happening since television came to their city. W. R. Simmons and Associates Research, Inc., is conducting the continuing study, the results from the first phase of which—dealing with impact on consumers—were announced in May.

Contacting something like nine out of 10 dealers in Fort Wayne, the Simmons people came up with the following:

"Dealers are more aware of television than any other form of advertising—likewise, they hear more customers talk about TV advertising than any other.

"Television advertising gets more dealers to stock new brands than newspapers, radio, magazines, billboards, coupons, or any other form of national advertising.

"Television brands get more dealers to promote them in their stores by means of more and better space and displays.

"Dealers are more impressed with the specific selling job TV advertising does in their stores than with any other kind of advertising."

Backing up Dr. Coffin's presentation of these findings, Mr. Heilweil stood to handle questions and answers, as well as to make two points: 1) that because of the trend in all fields of retailing towards self-service, television has assumed and will continue to assume an ever-increasing importance in preselling, and 2) that color television advertising will make the medium absolutely unbeatable, if it isn't already.

And, if there ever is a last analysis, which seems highly unlikely now, it all boils down to television's "certain" values—sight, sound and star value.

Britain's "Television Public" Researched at 13,000,000

LONDON: The average size of the adult "television public" in the U.K. (population 37,600,000) is approximately 13,000,000 and the average level of regular viewing is 11.2 per cent of the total adult population.

These are the findings of the B.B.C.'s audience research unit for July to September, 1955. The report also reveals that the size of the sound radio public dropped from 26,000,000 in 1954 to 23,500,000 in 1955. It is pointed out that commercial TV had "virtually no effect on these figures" since it did not start until September 22.

Speaking at the Publicity Club meeting in Leeds, Robert Barr, TV director of Charles F. Higham, Ltd., disclosed that in the first three weeks of commercial TV, advertisers spent £400,000 on 700 spots. If investments continue at this rate advertisers will spend £7 million over the London station alone during the first year.

Sir Robert Fraser, director-general of I.T.A., has also gone on record with the following facts and figures. There are now between 450,000 and 500,000 homes in the London region where I.T.A. programmes can be received; peak period programmes have been holding an audience of between 900,000 and 1,000,000; the I.T.A. audience is growing at a rate of 100,000 a month; a figure of 750,000 I.T.A. homes is expected by the end of the year. Undoubtedly, commercial TV has come to stay in Britain.

FORMAL complaints that too much American material is being shown on commercial TV is to be made to the Independent Television Authority by the British Screen and Television Writers' Association. Approaches also are to be made to the programme contractors for a greater proportion of programme budgets for writers.

SIDNEY L. BERNSTEIN, head of Granada (TV), who will run the weekday programmes from the Manchester transmitter, has said the Granada TV Center in Manchester will be ready by December 31. "It will be 15 stories high with studios costing more than £500,000. Another £600,000 is being spent on the secondary studios," he said.

He indicated Granada hoped to serve a northern audience of 13,500,000 people. Although TV had been started in the North only in October, 1951, it was a fact that the area had only 370.000 sets less than in London and most of them were later models. On January 15 the Granada training school will open in London where men from the north will be trained.

A. Anson has been appointed sales and advertising director of the Granada TV Network. He recently was marketing manager of Quaker Oats here.

BRITAIN's Marconi Wireless Telegraph Company has secured the contract to supply most of the equipment for Australia's first television stations at Sydney and Melbourne under the terms of a recently-signed contract worth more than £250,000.

The contract was worked out through Marconi's Australian associates, Amalgamated Wireless (Australasia).

The main television transmitters will be of the same type now in process of installation at the BBC's new Crystal Palace station on a hill in a South London suburb. They are designed to handle colour as well as black and white.

Cinema-Television Ltd., a company within the Rank Organisation, has supplied Flying-Spot Telecine equipment, for televising normal 35mm films, to ITA. The equipment has already been installed at the ITA's new transmitter at Beulah Hill, South London. The installation comprises a remotely controlled twin channel system capable of providing continuous programmes for specific occasions, or for quality tests.

BRITAIN has banned televised discussions of topics scheduled for debate in Parliament for 14 days before the debate occurs. Sir Robert Boothby, however, himself a Member of Parliament and a most provocative contributor to BBC programmes, has said he will ignore the ban. The question arises what would happen if an M.P. flouts the rule? The question poses awkward problems for ITA in particular. The Act of Parliament, under which the Authority will operate, prescribes fines up to £500 on a programme contractor who breaches any of the regulations, with increased fines for further offences.

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SPOTLIGHT

(*Continued from page* 11)

fights of 1955, a review which last year was sponsored by Gillette on NBC-TV but which this year is being offered on a spot basis. United Press Movietown will have available for December 24 release two such half-hour films, "The Cavalcade of 1955," dealing with the top news stories, and "The Sports Review of 1955," recounting the top sport stories.

Network

▶ TelePrompTer Corporation plans a nationwide telegraphic network interconnecting television stations, networks, station representatives and advertising agencies, it was announced this week by Irving B. Kahn, company president. The FCC has cleared the way, Western Union and Underwood Corporation are cooperating, original cost to be $5,000,000. It will be called the TelePrompTer Program Communications Network, and will be operative in six months, said Mr. Kahn. A grandiose plan, indeed.

And in Pocatello?

▶ The "first closed-circuit television link between a college and all public schools in a community" is being installed in Pocatello, Idaho. It will enable one teacher standing before a TV camera in the Idaho State College television studio to instruct over 300 students in 11 public schools at the same time. Jerrold Electronics of Philadelphia and Bannock Cable TV of Pocatello are handling the physical business and Dr. Carl McIntosh, president of Idaho State, the culture.

Overseas Combine

▶ An indication of how European firms will be working in cooperation to get a reasonable share of TV business is seen in the formation of International Screen Publicity Association. Spark plug for the organization was Charles Ruedi, Switzerland. Founder members are Belgique Cine Publicite, Belgium; J. Arthur Rank Screen Services, Canada; Publicite Jean Mineur, France; J. Arthur Rank Screen Service, Great Britain; Cefima Film, Holland and Central-Film, Switzerland. J. Henry Piperno of the Rank company will have much to do with administering the association whose headquarters are in London.

1956 House by "Home"

▶ That "House That Home Built" feature of NBC-TV's "Home" has been so successful that it will be repeated in 1956, Dick Linkroum, executive producer of "Home," has announced. An unprecedented project for a television program, the feature is conducted by "Home" in cooperation with the National Association of Home Builders, aimed at "showing that it is possible to construct attra tive, up-to-date houses embodyi the principles of good design moderate costs." The 1956 hou will be designed by Eldridge Sn der, whose plans are to be co pleted by December 1.

Not a Luxury

▶ The Government of Austral has taken a firm stand on t meaning of television. When que tioned by a member of the oppos tion party on whether now was suitable time to bring "a luxu industry" into the country, Pos master General Anthony replie simply that the Government do not regard television as a luxur Operation of television service due to get under way early ne year.

STATION TO STATION

The second coast-to-coast "Opr Spectacular" went out Saturda over the ABC-TV network, wit the show being WSM's (Nashville Grand Opry. Margaret Whitin was in the cast. Fritz Kleibacker i producer of the series and Noe Digby the writer.

WABD in New York has ex panded its program department, i has been announced by Bill Adler program director. Paulette Ame has been named assistant produce on the Johnny Olsen Show, and Larry Best will be assistant producer on Featurama.

The Antonini Ballet Melange, a group of 10 child dancers, appeared in the first of four monthly Wonderama shows on WABD, New York, yesterday. Sandy Becker is host.

A week-long radio and televisio Freedom Festival will begin November 24, Thanksgiving Day, over WRCA and WRCA-TV, New York, it is announced by Hamilton Shea, NBC vice-president in charge of the stations. The show will be in cooperation with Freedom House.

WLW in Cincinnati launched its ambitious World Now program Sunday, November 6, with a gala premiere, with top talent on the one-hour show. Directors and coordinators of the program are James Allen and John Babcock.

Johnny Most, sportscaster, has begun a daily sports program over WAAT (Channel 13), Newark, N. J. Titled "The Most in Sports," the show will be 15 minutes at 7:45 P.M., EST, and will feature interviews and tape-recorded highlights of sports events.

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Shown standing in front of United's "Jack Webb Special" are left to right Mrs. Webb, Jack, Co-Pilot Bob Elliott, Capt. Don Smith, stewardesses Phyllis Blundell, Mary O'Connor, and Passenger Agent Ward Dietrich.

"The personal touch makes the difference in United Mainliner travel," says Jack Webb!

Jack Webb's famous personal touch has taken him to the top in radio, TV and motion pictures. A recently completed, nation-wide tour saw him applying his personal touch in conjunction with his latest movie, "Pete Kelly's Blues."

And because he emphasizes the importance of the "personal touch" in all he does, Jack chose a United Air Lines' Mainliner® in which to make his tour. It was called the "Jack Webb Special." Together with his group, Jack covered over 20,000 miles in 37 days, enjoying typically fine Mainliner service all the way.

So next time you're planning a trip why not enjoy that extra "personal touch" that makes every flight on United such a pleasure. Once you do we think you'll agree...there's a *difference* when you travel in the Mainliner manner.

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That
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Up 20 Percent

Cites Growth Of Germany's Film Exports

Doctor Schwarz Tells Of Expanding Industry

By MURRAY HOROWITZ

A picture of an expanding German ilm industry, both domestic and foreign, was painted here yesterday by Dr. Guenther Schwarz, general manager of the Export Union, a German film industry organization, and Walter Koppel, president of the German Producers Association.

In the last three years, Dr. Schwarz stated, the export market for German ilms has increased approximately 20 per cent.

Attending the same trade press con-

(*Continued on page 6*)

'Oklahoma!', 'Dolls,' 'Trap' Top Box-office Grosses on B'way

Kicked off by Veterans Day, business along Broadway here perked up at most situations last weekend, with "The Tender Trap," "Guys and Dolls" and "Oklahoma!" leading the box-office parade.

Many people enjoying either a full day or half-holiday on Friday boosted business that day and the remainder of the weekend.

At the Capitol, a smash $155,000

(*Continued on page 7*)

Elect Bateman Head Of M. P. Salesmen

From THE DAILY Bureau

LOS ANGELES, Nov. 14.—Colosseum of Motion Picture Salesmen of America, holding a two-day annual convention at the Ambassador Hotel, elected Wayne Bateman, Los Angeles, to the national presidency. The organization elected Gordon Bugie, Albany, first vice-president; Paul Weiss, Minneapolis, second; Dave Chapman, Milwaukee, secretary, and re-elected Edgar E. Shinn, Chicago, treasurer.

20 Pa. Areas Vote For Sunday Shows

Special to THE DAILY

HARRISBURG, Nov. 14. — Twenty areas in rural Pennsylvania which formerly prohibited Sunday movies voted in last week's elections to remove the ban. An additional 17 communities which had the issue on the ballot last week voted to keep their no-Sunday movies laws.

Distribution Fee Too High: Preminger

By LESTER DINOFF

The more that independent production "comes to the fore," the more a change in its distribution and handling becomes necessary, since the independent producer "only receives about 11 cents out of every gross dollar," Otto Preminger said in a trade press interview here yesterday.

He declared that "it should cost no more than 10 per cent of the gross

(*Continued on page 6*)

New UK Film Legislation Awaits Study

By PETER BURNUP

LONDON, Nov. 14.—The Board of Trade has under urgent consideration a survey of the British film industry. This was disclosed in the House of Commons by the Board's president Peter Thorneycroft in answer to a Labour M.P. who had asked that the Cinematograph Films Council be instructed "to carry out a national survey of the British film industry's resources with a view to advising on the future prospects of raising the quotas for British films and of saving dollars on imports."

Pressed further, Thorneycroft assured the House that his survey will be held "in good time before the Quota arrangements run out."

The present Quota Act will expire in September, 1958, although a de-

(*Continued on page 7*)

Narcotics and the Production Code

By MARTIN QUIGLEY

THE anti-narcotic provision of the Production Code will presently be brought into sharp focus before the industry and the general public with the release by United Artists of Otto Preminger's production of "The Man With the Golden Arm."

The provision of the Code against reference to drug addiction was introduced originally at the urgent insistence of qualified experts from various fields of special interest including religion, medicine, education and social work. It was contended that for susceptibly-minded persons reference to narcotics in the circumstances of theatrical entertainment involves the likelihood of temptation and danger. It was argued that in respect to its public responsibility motion pictures should avoid the likelihood of supplying such temptation and danger. Leading experts have continued to hold this position.

In the history of the Code the anti-narcotic provision was once watered down to language that robbed it of effectiveness. The reaction during the period it was off watch was somewhat alarming. A strengthened provision was eventually restored to the Code.

It is to be recognized that the Code provision when originally introduced and presently does not stand on a moral principle. It is in that section of the Code which consists of rules and regulations based on policy and expediency. As such it is apart from the main

(*Continued on page 7*)

On Gov't Control

Expect SSBC Hearings May Be Protracted

Distributors Certain to Offer Rebuttal to Allied

By J. A. OTTEN

WASHINGTON, Nov. 14. — The Senate Small Business subcommittee hearings promised Allied States for January could stretch out into quite lengthy proceedings.

Observers here believe it would be very difficult to hold hearings at which Allied, and only Allied, officals would testify. They feel that once Allied speaks its piece on its complaints against the distributors and its desire for a bill for government regulation of the industry, the

(*Continued on page 7*)

MPEA Rejects Two Italian Proposals In Dubbing Areas

Italian counter-proposals on dubbing fees were rejected here yesterday at a meeting of the Motion Picture Export Association.

The counter-proposals were made to suggestions put forth by American negotiators in Rome, sent there in an effort to stave off restrictive gov-

(*Continued on page 6*)

Slight Decline in UK Eady Collection

From THE DAILY Bureau

LONDON, Nov. 14.—The report for the year ending July 30, last, of the directors of the British Film Production Fund—administrators of the Eady Fund—shows that £2,569,981 ($7,195,946) was collected from exhibitors, comparing with £2,752,428 in the previous year.

Payments to producers or distributors in the course of the year amounted to £2,317,166 (against £2,498,187 in the previous year). £2,104,025 was paid out in respect of films exceeding 3,000 feet in length and £213,141 in respect of shorts.

PERSONAL MENTION

CHARLES M. REAGAN, M-G-M vice-president and general sales manager, and Howard Dietz, vice-president and director of advertising-publicity and exploitation, will leave New York for the Coast tomorrow.

•

Leo F. Samuels, Buena Vista president and general sales manager, and James O'Gara, home office sales supervisor, have returned to New York from a Coast-to-Coast tour.

•

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, and Bernard Levy, his assistant, have returned to New York from Minneapolis and Chicago.

•

Spyros P. Skouras, president of 20th Century-Fox, and William C. Gehring, executive assistant general sales manager, are in Indianapolis today from New York.

•

Earl McClintock, member of the Paramount directorate, has arrived in London from New York via B.O.A.C. Monarch.

•

Jack Harris, buyer for the Walter Reade circuit, left New York with Mrs. Harris yesterday for a cruise to the West Indies.

•

F. J. A. McCarthy, Universal Pictures Southern and Canadian sales manager, will leave New York today for St. Louis.

•

Ben Lorber, manager of the Universal Pictures insurance department, will leave New York today for Trinidad.

•

Myron Blank, president of Theatre Owners of America, arrived here by plane yesterday from Europe.

•

Jack H. Levin, president of Certified Reports, has returned to New York from Chicago and Detroit.

•

Edward Morey, Allied Artists vice-president, has returned to New York from the Coast.

•

Anatole Litvak, producer, will arrive in New York by plane today from Paris.

•

Milton J. Salzburg, president of Cornell Films and Award Television Corp., has left here for London and the Continent.

•

Adolf R. Schwartz, manager of Westrex Co., India, has returned to Bombay from New York.

You Gotta Watch That Left Hand!

Special to THE DAILY

ROME, Nov. 14.—ENIC, Italy's largest theatre circuit and a government owned and operated enterprise, has been cited to the State Arbitral Committee by two Italian producing companies who charge it with failing to reserve the compulsory 20 days per quarter for the showing of Italian films.

Robert E. Sherwood, Playwright, Dies

Robert E. Sherwood, three-time Pulitzer prize-winning playwright, died at New York Hospital yesterday following a heart attack which he suffered last Saturday. He was 59 years old.

Sherwood wrote many screenplays, his most notable being that for the Samuel Goldwyn production, "The Best Years of Our Lives," which won nine Academy Awards.

Goldwyn said of him yesterday: "American literature has lost one of its greatest figures and our country has lost an outstanding patriot. As a critic, dramatist, screenwriter and biographer he left an indelible impression on our time."

Million-Dollar Fund For WB's 'Ranger'

An advertising and promotional budget of more than a million dollars will back Warner Brothers' film production of "The Lone Ranger," it was stated here yesterday by Jack Wrather, president of The Lone Ranger, Inc., at a meeting held in the Roosevelt Hotel.

Mort Blumenstock, vice-president in charge of advertising and publicity for WB, told the group of plans for a nationwide 30-city personal appearance tour of "The Lone Ranger" beginning Jan. 13th to tie-in with the key city premieres of the Warner Bros. production.

In addition to radio, TV and comic strip syndication, there will be tie-ins with General Mills, American Bakeries, American Dairy Association and General Mills of Canada.

Martin Lewis Dies; Distributor-Exhibitor

Funeral services will be held here today for Martin J. Lewis, distributor and exhibitor of foreign product, who died on Sunday. Lewis, who was 51 and who came here from Germany in 1927, operated the 55th Street Playhouse, Thalia Theatre, Heights Theatre and the 72nd Street Playhouse. Lewis also was an executive of Academy Productions.

Coyne in Cleveland Urges Poll Support

Special to THE DAILY

CLEVELAND, Nov. 14.—Some 70 industry members attending the Greater Cleveland Audience Awards kickoff luncheon today were urged by Robert Coyne, special counsel for the Council of Motion Picture Organizations, to participate in the polls in order to perpetuate interest in motion pictures through new personalities.

Coyne pointed out that a weekly audience of 45,000,000 to 85,000,000 does not indicate a lack of interest in films.

The COMPO special counsel said that he anticipated the 5,000 pledged theatres will grow to 8,000 as the polls start on Thursday. Jack Palance, promoting United Artists "The Big Knife," was introduced as one of the most promising stars.

All local first-run theatres here are participating in the poll, but greater Cleveland subsequent runs theatres have not committed themselves to participation, although, after Coyne's address, some subsequent run owners agreed to meet to discuss participation possibilities.

Bromhead and Hoare Head New UK Firm

From THE DAILY Bureau

LONDON, Nov. 14.—Ralph Bromhead, formerly general manager of the J. Arthur Rank Overseas Distribution Organization, has been named managing director of Lion International, and Victor Hoare, former world vice-president of the Selznick Releasing Organization, has been named deputy managing director.

Lion International is a newly formed company which will be responsible for the world distribution, excluding the United Kingdom, of all future films for which British Lion and John Woolf control distribution rights.

Hoare is scheduled to leave here by plane Nov. 21 for New York to set up American distribution arrangements there. British Lion has 25 features in prospect for the next 18 months, 10 of them from Woolf's Independent Film Distributors.

UATC Stockholders Will Meet Nov. 28

The annual stockholders meeting of United Artists Theatre Circuit will be held in Baltimore on Nov. 28, the circuit has informed its shareholders.

On the agenda of the meeting are election of directors, ratification of actions since the last meeting and consideration of authorization by the board to appoint, at its discretion, a firm of accountants to audit the books and accounts of the corporation for the current fiscal year.

. . . NEWS ROUNDUP

Another First-Run

The M & D Theatres have put a new first-run policy into effect in Middletown, Conn.'s downtown Capitol Theatre, bringing to two the number of first-run houses there.

■

Celebrates Anniversary

When the Uptown Theatre in Houston celebrated its 20th anniversary last week, the management brought back the picture that opened the house—"Top Hat," starring Ginger Rogers and Fred Astaire. Oldtimers who had attended the grand opening 20 years ago were admitted free. Refreshments were served in the lobby.

■

Salute Awards at Grid Game

The Audience Awards got a big plug between halves at the Ohio State-Iowa game in Columbus last Saturday. The Ohio band saluted outstanding pictures with music from the films. Announcements were made over the loud speaker and over 14 radio stations in Ohio, Iowa and Illinois.

■

Italo-Mexican Deal

Oscar Dancingers, Mexican producer, is in Europe to arrange a Mexican-Italian co-production deal for a picture in CinemaScope and in color. The picture will cost about $320,000.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE TENDER TRAP"
in CinemaScope and Color starring
Frank SINATRA • Debbie REYNOLDS
David WAYNE • Celeste HOLM
AN M-G-M PICTURE
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV FILM SERVICE CENTER
AVAILABLE
★EDITING rooms
★STORAGE rooms
★OFFICES
★SHIPPING rooms
PROJECTION ROOM FACILITIES
MOVIELAB THEATRE SERVICE, INC.
619 W. 54th St. • New York 19 • JUdson 6-0367

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PEOPLE

Mrs. Arthur F. Brown of Winnipeg as been named to the board of govnors of the National Film Board of anada. **Dr. Leon Lortie**, Montreal, nd **H. L. Roper**, Halifax, have been appointed for their second threeear terms.

◆

Betty Cramer has been added to e staff of Interstate Theatre Supply o. in Portland, Ore., as secretary to e manager.

◆

Sidney Brenner has been appointed ouse manager of the Art Theatre in artford.

◆

George Lynn has joined Cellomatic orp. as an account executive. Celomatic is a live animation technique sed in television and sales presentaions.

◆

Tom Rook, creative director of ilmack Studios' production staff, has een appointed TV sales representaive of the Chicago studio.

◆

Oscar F. Neu has been elected resident emeritus and honorary oard member for life of the Theatre quipment and Supply Manufacturers Association. Neu was a founder, past resident and retiring honorary board ember.

◆

Tom Stanton is the new assistant to **Dean Matthews**, manager of Evergreen's Fox Theatre in Portland, Ore.

◆

William Burnham, sales vice-president of Transfilm, was elected selectman in Weston, Conn.

Ginger Rogers Film By Lubin for RKO

HOLLYWOOD, Nov. 14. – "The Traveling Saleslady," a comedy drama starring Ginger Rogers, will be produced by Arthur Lubin Productions, Inc., for world-wide distribution by RKO, it was announced by Charles L. Glett, executive vice-president of RKO Studios.

Filming in color by Technicolor and Superscope is scheduled to start the first week in January at RKO Studios. Arthur Lubin, who will produce and direct the picture from Stephen Longstreet's original screen play, moves to the RKO lot this week.

Nizer's Father Dies

Services for Joseph Nizer, father of Louis Nizer, industry attorney, were held here on Sunday. Nizer died at the weekend.

Arthur Lockwood Contends

Dues in COMPO Already Have Paid Big Dividends

Special to THE DAILY

BOSTON, Nov. 14.–The small investment in the Council of Motion Picture Organizations already has paid big dividends, Arthur Lockwood, who was president of Theatre Owners of America when COMPO was founded, said here today.

Arthur Lockwood

Lockwood, treasurer of Lockwood & Gordon Enterprises, made this observation while commenting on Allied States Association's withdrawal from COMPO.

In regard to Allied's position, Lockwood said:

"COMPO was created and supported by all elements in the motion picture industry. It is natural–and healthy–that differences of opinion over policy should develop from time to time.

"Speaking only as an individual–and an exhibitor–it is very difficult for me to understand why any theatre owner or association of theatre owners should withdraw support from COMPO at this particular time.

"If we discount entirely COMPO's great achievement in public relations, including its Audience Awards poll, it still must be admitted that COMPO functioned efficiently and successfully in the tax fight. Everyone's small investment in COMPO has already paid big dividends. Several of our theatres would now be closed if not for the tax relief afforded.

"The tax fight is only half won. My personal opinion is that we have a mighty good chance for complete relief from all admission taxes in 1956. As a matter of fact, I heard Congressman Joe Martin say just that at the New England Allied meeting.

"Our theatres have paid their current dues to COMPO. It is the only organization qualified by experience and results to follow the tax repeal fight through to a successful conclusion. With receipts still falling, complete elimination of taxes is a must."

Claims Formula for 'Distressed' Houses

COLUMBUS, O., Nov. 14.–Owners of "distressed theatres" in Ohio are being asked to communicate with Robert Wile, secretary of the Independent Theatre Owners of Ohio, and give him pertinent facts on their theatres' financial conditions. Wile said that after consultation with Allied leaders he had a solution for such theatres.

"We cannot solve clearance or competitive problems, only terms," Wile said. He asked for the following information: Grosses on every picture for the past 90 days, complete statement of house expenses, grosses and names of pictures for the same period last year and the terms on which those pictures were played.

"The Emergency Defense Committee of Allied will work on this problem and should be able to get a formula for buying pictures which will enable you to live," he said.

Snyder of Sterling Poster Co. Dies

Services for Irving Snyder, president of Sterling Poster Co. were held at Riverside Memorial Chapel here yesterday. Snyder died unexpectedly of a heart attack on Sunday morning. His age was 52.

Sterling Poster Co. furnished posters for practically every motion picture theatre on Broadway. Snyder was a member of Cinema Lodge of B'nai B'rith, and the Masons.

Ease Censor Threat In Wilmington, O.

WILMINGTON, O., Nov. 14.–Threat of city censorship in Wilmington was eased by an opinion from City Solicitor Frederick J. Buckley that the city council does not have the power to censor films. Buckley told the council that even though the Ohio state censorship law was inoperative, it was a bar to municipal censorship. Buckley also said the U. S. Supreme Court had said, in effect, that censorship was unconstitutional.

Charles Kohler, council president, said that H. W. Reisinger, manager of the Murphy and Wilmington Drive-ins, both owned by the Chakeres circuit, had promised not to show objectionable pictures. Kohler told Rev. Benjamin V. Smith, president of the Wilmington Ministerial Association, there was nothing the city fathers could do "but we are assured shows will be better from now on."

Rev. Smith replied, "That sounds fine to me."

Catholic Actors to Stage Benefit Friday

The annual dance and entertainment of the Catholic Actors Guild will be held Friday, Nov. 18 at the Sheraton Astor Roof here. Proceeds are for the Guild's welfare fund, which provides for the ill, needy and unfortunate of the profession.

Phil Romano and his two orchestras will provide the music.

Companies Ask High Court to Disqualify Trust Case Attorney

From THE DAILY Bureau

WASHINGTON, Nov. 14. – The major distributors today urged the Supreme Court to disqualify an attorney from representing plaintiffs in two anti-trust suits.

The distributors asked the Court to reverse a Second Circuit Court of Appeals ruling permitting Arnold Malkan and his firm of Malkan and Ellner from representing the Austin Theatre. At the same time, the distributors urged the high court to uphold a Second Circuit Court ruling disqualifying Malkan and his firm from representing Laskey Brothers of West Virginia.

Confidences the Issue

Malkan once was associated with the firm of Malkan and Isacson, and Isacson had represented major distributors in confidential matters. Malkan later dissolved his association with Isacson and set up the new firm of Malkan and Ellner. The distributors asked that the new firm be disqualified, arguing that Isacson had had confidential information about the distributors through his previous representation of them, and that this should bar not only Isacson but also Malkan, even though the latter was no longer associated with the former.

The circuit court ruled that Malkan should be disqualified from representing Laskey because Malkan and Isacson had represented Laskey at one time, but that he should not be disqualified from representing the Austin Theatre because he was not employed by the Austin until two months after the Isacson partnership was dissolved.

Say It Was Used as 'Bait'

In appealing to the high court to disqualify Malkan in both cases, the distributors claimed the partnership of Isacson and Malkan used the confidential information about the distributors obtained by Isacson "as bait in soliciting theatres to bring treble damage actions" against the distributors.

In another appeal filed with the high court today, Charles Lawlor and Mitchell Pantzer, doing business as the Independent Poster Exchange, asked that National Screen Service be forced to pay certain court costs in connection with the Lawlor-Pantzer anti-trust suit against National Screen.

Jurisdiction Held Lost

The high court last term reversed a Third Circuit Court of Appeals ruling and gave the partners the right to sue National Screen. It sent the case back to the District Court for further proceedings. The partners asked the Circuit Court to require National Screen to pay the costs of the Circuit Court proceedings, but the court said it had lost jurisdiction of the matter by the high court's decision to send the case back to the District Court.

ONLY A TRULY GREAT AUDIENCE PICTU

DESERVES

CHRISTMAS PLAYING TIME!

20th Century-Fox presents

The Rains o
Ranchipu

COLOR by DE LUXE CINEMASCOPE

starring

LANA TURNER · RICHARD BURTON · FRED Ma

with EUGENIE LEONTOVICH, Gladys Hurlbut, Madge Kennedy, Paul H. Frees, Carlo Rizzo, Beatrice K

...Now the rains were upon Ranchipur; and she cried: "I am a sinner! Wash me and I shall be whiter than snow!"

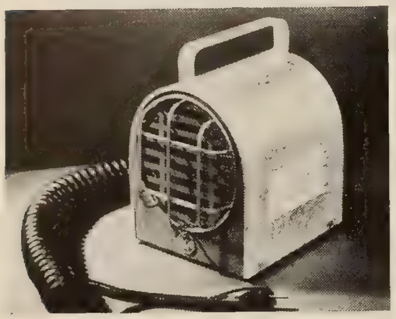
Produced by FRANK ROSS

URRAY · JOAN CAULFIELD · MICHAEL RENNIE

ected by JEAN NEGULESCO · Screenplay by MERLE MILLER · Based on a Novel by Louis Bromfield

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO



RCA has announced a new in-car heater for drive-in theatres. It is called the "Dyna-Heat" (see photo) and is small, lightweight and compact, according to A. J. Platt, manager, theatre equipment sales, Theatre and Industrial Department, RCA. He adds that it features calrod heating elements with heat-radiating aluminum fins. Constructed of die-cast mounting, the heater has an 11-foot coil cord and an automatic safety switch. The line includes 500- and 750-watt types, available for 130-, 208- or 230-volt operation.

•

The "Luxtrol Magamp Light Controller" is a new miniature light dimmer control made by the Superior Electric Company, Bristol, Conn. It is designed to provide "all the facilities of a large switchboard installation" and is adaptable to large or small theatres. The unit was shown at the Allied-Tesma trade show which was held last week.

•

R. A. Steiner has been appointed assistant general sales manager for Helmco-Lacy food and fountain products, according to an announcement issued by F. R. Lacy, Jr., executive vice-president of Helmco, Inc., Chicago.

•

A new folder describing its line of manual door controls has been released by the Dor-O-Matic Division of Republic Industries, Inc., Chicago. The folder gives a complete description and applications of the company's 25 models.

•

Fred E. Aufhauser, president of the Projection Optics Company, Rochester, N. Y., has announced the firm's "Hilux 264" and "Superlite" lenses are now available in combination at a special price per pair to theatre owners in the U. S. only. Details are available from theatre supply dealers or can be had directly from the firm.

Germany's Film Exports

(*Continued from page 1*)

ference, Koppel contended that current German production is reaching "close to the international level" in "quality." Both Dr. Schwarz and Koppel expressed regret at the smallness of the American market for postwar German films, adding their hope that a number of German films now destined for the American market will fare better than others did in the past.

West Germany was portrayed as a nation of "movie-goers," with current attendance placed at 800,000,000 annually, with the population of West Germany estimated at 45,000,000. Dr. Schwarz forecast that motion picture attendance in 1955 will reach one billion persons for the year. The number of theatres has jumped from 2,000 in 1948 to 5,000 in 1954.

Films 50% German

The Export Union manager estimated that American films in Germany now gross about $15,000,000 yearly after deduction of some expenses which, he said, might differ from company to company. German films, he went on, now occupy about 50 per cent of the screen time in Germany.

He indicated that German producers, who are now turning out from 100 to 110 films per year, exclusive of foreign co-production deals, would prefer to continue without any subsidization similar to the Eady Plan in Britain. They find it difficult to do so, however, he went on, adding that the Bonn Government has opposed any such subsidization move.

The Export Union, which now has offices in Rome and Paris, would open one in New York if German films become more profitable and popular in the American market, Dr. Schwarz stated. German films in the U. S. market, mainly confined to the German-speaking audience, only earn from $60,000 to $70,000 yearly.

Look for 'One Success'

Koppel said that German producers would like to know more about the American market, to see "one success," before opening an office in New York and alloting monies for publicity and promotion of German films. The German films recently purchased by majors or independents for the American market include the following: "So Long As You Are Near Me," Warner Brothers; "Portrait of an Unknown," Universal; "Zero, 815," "The Devil's General," "The Moth," "It Happened on the 20th of July," and "Canaris," most of which are to be dubbed.

Schwarz and Koppel were here to attend the recently concluded meeting in Washington of the International Federation of Film Producers Associations.

Hollywood Welcomes 'Cinerama Holiday'

HOLLYWOOD, Nov. 14. – This town, birthplace of the "gala premiere" marking a feature film's first night, seemingly outdid itself this evening at the opening of "Cinerama Holiday." Starting with a formal banquet in the grand ballroom of the Beverly Hilton Hotel, attended by Sen. William F. Knowland and 275 of the industry's top executives and stars, the first showing of the film followed at the Warner Hollywood Theatre.

An entire half block of bleachers in front of the theatre was filled to capacity by fans who applauded hundreds of stars and celebrities as they arrived in a cavalcade of 100 shining 1956 Oldsmobiles. The premiere was sponsored by the Hollywood Chamber of Commerce. Festivities at the Beverly Hilton as well as at the theatre were telecast over KTLA and KABC, and were broadcast on KFWB.

Kaye in Macy Parade

Danny Kaye, attired in the original outfit in which he portrays "The Court Jester," his next Paramount picture, will be the highlight personality in Macy's 29th annual Thanksgiving Day parade, which will take place here on Nov. 24. Joining Danny Kaye in the procession will be his nine-year-old daughter, Dena, who will reign as the official "Queen of the Parade."

Merchandising Plans At AA Sales Meet

CHICAGO, Nov. 14. – Release and merchandising plans for upcoming Allied Artists' product were outlined here today by Morey R. Goldstein, AA vice-president and general sales manager, at the concluding sessions of the company's regional sales meeting at the Blackstone Hotel here.

Pictures discussed included William Wyler's "The Friendly Persuasion," starring Gary Cooper, Dorothy McGuire and Marjorie Main; "Gunpoint," in CinemaScope with Fred MacMurray, Dorothy Malone and Walter Brennan starred; Walter Wanger's "The Body Snatchers," starring Dana Wynter and Kevin McCarthy, in Superscope; "The First Texan," in CinemaScope and starring Joel McCrea; "The Come On," with Anne Baxter and Sterling Hayden starred, and "The Four Seasons," in color and starring David Wayne, Keenan Wynn, James Barton and Marcia Henderson.

Ned Marin, 59

HOLLYWOOD, Nov. 14.–Funeral services will be held at Forest Lawn Cemetery here tomorrow for Ned Marin, 59, veteran film producer, and in recent years vice-president of Famous Artists talent agency, who died at the weekend at Cedars of Lebanon following surgery. Marin is survived by his father, son, daughter, brother, and two sisters.

Preminger

(*Continued from page 1*)

to distribute an independent film. The present 30 per cent fee is much too high and is based on the distribution costs accrued for productions which are turned out by the big studios and distributors," he contended.

The independent producer said that he will shortly begin work on "Bonjour, Tristesse," which M-G-M will distribute and finance.

He recently completed "The Man with the Golden Arm," which will have three regional premieres by Dec. 28, in New York, Los Angeles and Chicago. United Artists will distribute. Preminger stated that all advertising for the picture will carry a "label" in which the public will be informed of the picture's theme. "UA will ask all theatres to go along with this 'label' in their advertising," Preminger stated, pointing out that "the public will support this picture because all moral principals are intact, they do not need a nurse, and are not dumb, in deciding what is right or wrong."

Will Tell of Effects

The "label" will advise theatre patrons that the film deals with narcotics and dope addicts and tells how they are affected by narcotics, he said.

Preminger said that "one way or another, the Production Code Administration will find a way to give the picture a seal." He said that he, personally, after being turned down by the P.C.A. on the script, will not submit "Golden Arm" for a code seal. A representative of U.A. stated here yesterday that the company will submit "Golden Arm" for a Production Code seal during the first week of December.

MPEA Rejects

(*Continued from page 1*)

ernmental legislation by agreeing upon a new U. S.-Italian pact, with changed provisions. The current pact expires in August.

It was learned here that American negotiators in Rome, led by MPEA vice-president Griffith Johnson, have offered to boost the dubbing fee from 2,500,000 lira to 5,000,000 lira. The Italians, it was stated, thereupon asked for 6,000,000 lira, a figure which was rejected at yesterday's meeting here of the foreign managers.

Also rejected by the MPEA board was an Italian counter-proposal to settle a 2,800,000,000 lira outstanding dubbing certificate debt for 350,000,000 lira. American companies, it was stated, to which the debt is owed, had offered to settle for 500,000,000 lira.

Althea Glenn Dies

HOUSTON, Nov. 14.–Services will be held here Thursday for Althea Hill Glenn, wife of Jack Glenn, non-theatrical film producer and one of the early associates of Louis de Rochemont in the March of Time. Mrs. Glenn died in New York on Friday.

Grosses

(*Continued from page* 1)

forecast for the second week of "Guys and Dolls." "The Tender 'rap" at its opening week at the adio City Music Hall is expected o hit a resounding $165,000.

The Capitol, at the same time, dislosed that it would reduce the weekay night top for "Guys and Dolls" om $2.50 to $2.00, beginning toay. At the weekend, it was added, he evening top will be $2.50.

An extra holiday performance for Oklahoma!" at the Rivoli is due to boost the fourth week gross figure to sturdy $58,000.

'Rebel' Strong at Astor

"Rebel Without a Cause" at the Astor also is doing fine business, with $24,000 indicated for its third week. "The Big Knife" at its first week at he Victoria is forecast to register a nice $21,000.

"I Died a Thousand Times" at the Globe, now in its first week, is due o a hit a satisfactory $15,500, while only a fair $21,000 is seen for the inal six days of the second week of 'Sincerely Yours" at the Paramount. "Target Zero" will open at the Paramount today.

At the Roxy, "The View from Pompey's Head" is due to do the same level of business in the current second week as it did the first, with $35,000 seen for the second week, considered a good figure. At Loew's State a nice $17,000 is seen for the fifth week of "The Tall Men," which will be replaced on Nov. 22 by "Queen Bee."

'Hours' in Sixth Week

A fair $17,000 is indicated for the sixth week of "The Desperate Hours" at the Criterion, while "Gentlemen Marry Brunettes" at the Mayfair is due to rack up a mild, but nice $12,500 for its third week.

Among off-Broadway houses, the Guild Theatre reported that the first week of "Umberto D" grossed a big $12,900.

The Rivoli, in the meantime, announced a price scale for "Oklahoma!" for New Year's Eve. Orchestra and loge seats will be priced at $5 and balcony seats at $4 and $3.

'G & D' Sets New Record At Astor Theatre, Boston

BOSTON, Nov. 14.—"Guys and Dolls" set a new record for attendance and gross receipts at the Astor Theatre here in its first four days through last night. It grossed $34,000 at the 1,390-seat house, with prices scaled to $1.80 top. The previous high admission price was $1.50.

Richard Sears, 74

BOSTON, Nov. 14.—Funeral services for Richard W. Sears, 74, of Brookline, veteran newspaper and newsreel photographer, were held here today at Waterman Chapel. He had been with Pathe News and later Universal News, and had developed many "firsts" in his career as a newsreel cameraman.

Narcotics and the Production Code

(*Continued from page* 1)

body of the Code which is based on moral principles and therefore is not now, or at any other time, subject to change, alteration or honest evasion. Hence, if the anti-narcotic provision should now be thoughtfully judged as not being imperative for the rightful discharge of the industry's responsibility it may be re-written or erased.

The Preminger picture offers promise of being a widely-discussed subject. The releasing agency is an important company and a member of the Motion Picture Association of America. The case therefore becomes one for serious attention. It most certainly should not be smoked up in subterfuges and evasions.

The Production Code Administration withheld approval of the script of the picture. It therefore is to be presumed that it will not give its approval to the finished picture. If the existing Code provision is honestly applied this would seem to be the inevitable result.

If the picture fails in receiving a Code certificate, United Artists, under its association agreement will be subject to a $25,000 fine. If the fine is not paid, it presumably will be subject to expulsion from the association.

THE whole situation, now before the release of the picture, should be honestly and fairly examined. If good cause for action is found, such action should be taken. In face of the existing provision the Code Administration should not be left subject to pressures and maneuverings calculated to get them to find some slant or device to make some last minute discovery that after all the picture somehow squeaks by for approval.

The association, without shadow-boxing, should take a position either to drop or revise the Code provision or proceed to exert the full penalty of violation of its agreement with its members. The time for action is at hand. The Preminger picture is completed and the nature of its subject matter is well-known. United Artists has announced that it will release the picture with or without Code approval.

It is perhaps nothing more than an idle expectation to assume that the anti-narcotic provision of the Code is not on its way out—probably by the gentle art of evasion. Out of a sense of public responsibility the industry should not let this happen. The Code provision should be carefully re-written to permit subjects which deal with the theme of narcotics within the bounds of judgment, discretion and a realization of the awful responsibility that is involved.

If this action is taken time alone will tell whether it is the right policy for motion picture entertainment. Whatever the eventual outcome it would have the merit of honesty and forthrightness.

Doubts Exhibitors Will Play 'Husband'

COLUMBUS, O., Nov. 14.—Doubt that many exhibitors will show Sir Alexander Korda's "The Constant Husband," which had its premiere on television on Nov. 6, was expressed by Robert Wile, secretary of the Independent Theatre Owners of Ohio, following an unfavorable review of the film printed in the New York "Times."

Said the Times: "In temporarily detouring around such hazards as the boxoffice and the Film Critics' Circle, Sir Alexander would seem to have reaffirmed his stature as a businessman. Sometimes a TV bird-in-the-hand is worth two in the theatre bush. 'The Constant Husband' was very routine fare, a far cry from even the general run of English films on home screens."

TV Academy to Cite 'Emmy' Winners

Don DeFore, president of the Academy of Television Arts and Sciences; Johnny Mercer, first vice-president, and Walt Disney, former member of the board of governors of the organization, will address a luncheon meeting at the Plaza Hotel today honoring the 1954 "Emmy" award winners from the East Coast.

Among those attending will be Art Carney, John Daly, Tom Gallery, Armina Marshall, Bob Markell, Audrey Meadows, Robert Saudek, Robert Shelby, June Taylor and Max Liebman.

The luncheon is designed to let Eastern television leaders know the work and plans of the Academy. Thomas Freebairn-Smith, executive secretary, will act as chairman of the gathering.

UK Statutes

(*Continued from page* 1)

cision on any quota percentages for the year beginning October 1, 1958, will require to be taken by March of that year.

It is learned that, in view of the present heavy claims on Parliamentary time and the involved procedure necessary for the presentation of a bill to Parliament, the Board of Trade's Films Division has already given detailed consideration to the pattern of future film industry legislation. Other significant factors have also to be taken into account. The Act of Parliament, for example, regulating the National Film Finance Corp. is due to expire in March, 1957. Also, the voluntary agreement under which the Eady Fund operates will come up for renewal in July, 1957.

Survey Promised

Thorneycroft, on an earlier occasion, gave a pledge to the Commons that the Board of Trade will seek the views of all sections of the industry before any amendment to existing legislation is proposed to the House.

SSBC Hearings

(*Continued from page* 1)

subcommittee would of necessity have to take testimony from spokesmen for the distributors, Theatre Owners of America, Southern California Theatre Owners Association, independent producers and likely Justice Department and Federal Trade Commission.

Witnesses to Be Picked Shortly

Subcommittee Chairman Humphrey (D., Minn.), who has promised to begin hearings on Jan. 25, is reported ready to "do whatever is necessary" to get a thorough airing of the problems. Subcommittee staff officials will begin shortly to study the situation and line up witnesses.

IFE's Gregory Dies In Kansas City

KANSAS CITY, Nov. 14. – Ralph Gregory, I.F.E. Releasing Corp.'s Kansas City sales representative, was stricken by a heart attack on Friday and died a short time later.

Gregory, who was born on May 7, 1906, began his motion picture sales career as a booker with Warner Brothers in 1941 and held sales positions with various film companies before joining I.F.E. Releasing Corporation on April 25, 1955. He is survived by his wife.

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VOL. 78. NO. 94 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 16, 1955 TEN CENTS

In 'Academy' Talk

Disney Finds TV, Alone, Is Not Profitable

Tells, However, of Other 'Baskets' Involved

By MURRAY HOROWITZ

Walt Disney Productions, now in its second year of TV programming, has not made any profit from its TV shows, if the programs would be considered separate and apart from other activities of the company, Walt Disney disclosed here yesterday.

Walt Disney

Disney commented on the experience of his company at a luncheon meeting at the Plaza Hotel of the Academy of Television Arts and Sciences.

He explained, however, that there are many "baskets" involved in the

(*Continued on page* 8)

Italy Forms Film Export Organization

By ARGEO SANTUCCI

ROME, Nov. 15.—ANICA-Export has been formed by the Italian Association of Flm Producers and Distributors as its counterpart of the American industry's M.P.E.A. It will replace Anica's Foreign Film Business Office.

The new agency will have an exchange licenses office and a foreign

(*Continued on page* 8)

Harry Cohn in N.Y. With 'Picnic' Print

Harry Cohn, president of Columbia Pictures, arrived in New York yesterday bringing with him the first print of the company's "Picnic," one of the company's major productions. He will remain in the city, conferring at the home office until after the Nov. 28 stockholders' meeting.

TOA Not Against Federal 'Beneficial' Regulation

President Myron Blank Says Association Is Studying Rules and Regulations That Now Govern Industries in Other Nations

By LESTER DINOFF

Theatre Owners of America "is not against any Federal laws or regulations that will be beneficial to the industry," Myron N. Blank, TOA president, declared here yesterday, following a disclosure that the national exhibitor organization was launching a study of the rules and regulations which govern the motion picture industries of foreign nations in order to find out if some of these regulations could be applied to the U. S. industry.

Myron Blank

Blank, who returned to the U. S. from a three-week European trip, during which he represented TOA at the annual convention of the International Exhibitor Union in Rome, said that the type of governmental regulation which TOA

(*Continued on page* 6)

ATOI Speech

Myers Pleads In Indiana for Gov't Control

Special to THE DAILY

INDIANAPOLIS, Nov. 15. — The campaign to enlist exhibitor support for the proposed government regulation of film rentals was carried to the 29th annual convention of Allied Theatre Owners of Indiana here today by Abram F. Myers, general counsel of Allied States Association.

Spyros Skouras, president of 20th Century-Fox, another headliner slated

(*Continued on page* 7)

Heston to Receive Award for DeMille

Charlton Heston, star of Cecil B. DeMille's production of "The Ten Commandments," will leave New York on Friday for Rochester, N. Y., where he will receive on behalf of DeMille a special award at the First Festival of Film Artists in the Eastman Theatre on Saturday evening. The award cites DeMille for his

(*Continued on page* 2)

TOA to Press For Tax End

Theatre Owners of America, through the Council of Motion Picture Organizations, will press for an immediate campaign to eliminate the 10 per cent Federal admission tax, Myron N. Blank declared yesterday.

Commenting on the withdrawal of Allied States Association from COMPO, Blank said that "it is a mistake on Allied's part and it is a smokescreen."

"The lower income group in exhibition is being taxed unjustly by the government and we should fight now to have the admission tax removed," Blank said, overriding Allied statements that this is not the year for such a tax campaign and that

(*Continued on page* 7)

Film Center Project

Tells of Steps to Increase French Film Earnings in American Market

A greater penetration of the American market for French films will be sought by the French Cinema Center, offices of which are to be located in New York, Joseph Maternati, director of the projected center, declared here yesterday.

Maternati, at his first press conference, said the center intends to establish a closer liaison between the American distributors and the French producers and a deeper tie between the American public and French films.

Maternati, utilizing a translator in responding to questions, stated that one of the functions of the center will be to appraise French film producers of the Production Code. He added that his organization plans to submit French films to the Production Code Administration for Seal approval.

He said, in response to another

(*Continued on page* 8)

Wm. Dipson Elected Dipson Circuit Head

Special to THE DAILY

BUFFALO, Nov. 15.—Dipson Theatrical Enterprises, Inc., of Batavia today announced the election of William J. Dipson as president and his father, Nikitas Dipson, as chairman of the board. The elder Dipson has been president of the company, one of the largest independent theatre circuits.

District Attorney Wallace J. Stakle, attorney for the concern, has been named a director. Mrs. Marika Dipson, wife of the board chairman, and Andrew O. Gibson of Buffalo also were renamed directors of the organization.

Dipson plans to leave this month to join Mrs. Dipson at their home in

(*Continued on page* 7)

PERSONAL MENTION

LOUIS PHILLIPS, Paramount vice-president and general counsel, returned to New York yesterday from Hollywood.

•

Gus Harris, of Mercury Film Laboratories, became a grandfather this week with the birth of a daughter to **Mr. and Mrs. Thomas Lawson** at Mt. Sinai Hospital. Mrs. Lawson is Harris' daughter.

•

John Davis, managing director of the J. Arthur Rank Organisation, and **Kenneth Winckles**, joint assistant managing director of JARO, returned to England by plane yesterday from New York.

•

Myron N. Blank, president of Theatre Owners of America, has returned to Des Moines from New York. **Robert Livingston**, TOA secretary, will return to Lincoln, Nebr., from New York today.

•

Dr. Renato Gualino, president of the International Association of Motion Picture Producers, and **Mrs. Gualino** will return to Italy today aboard the "Andrea Doria."

•

Sir Henry French, managing director of British Film Producers Association, returned to London from New York yesterday via B.O.A.C. Monarch.

•

Arthur Silverman, 20th Century-Fox assistant general sales manager, has entered Mt. Sinai Hospital here for treatment of a throat condition.

•

Leo Cohen, European distributor and representative there of Hoffberg Productions, has arrived in New York by plane from Paris.

•

Milton A. Mooney, head of Co-operative Theatres of Ohio, will leave Cleveland with **Mrs. Mooney** on Nov. 18 for Europe.

•

Terry Turner, special consultant to RKO Radio on radio-TV exploitation, has returned to New York from the Coast.

Heston to Receive

(*Continued from page 1*)

achievements in motion pictures within the period 1915-1925. Presentation will be made by another famous film veteran, Jesse L. Lasky.

Prior to receiving the First Festival of Film Artists Award for DeMille, Heston will attend a special dinner at the Genessee Valley Club.

Start 'Sampling' on Fox's 'Miss Dove'

More than 12,000 educational leaders and community opinion makers in 10 key cities were present at special, advance theatre showings of 20th Century-Fox's "Good Morning, Miss Dove" as one of the largest film "sampling" and public relations campaigns of its kind got underway yesterday.

The drama starring Jennifer Jones and co-starring Robert Stack will be previewed in 50 domestic and six Canadian centers in the next two weeks.

Showings, arranged in cooperation with the Federation of Motion Picture Councils and Better Films Committees, were staged yesterday at the Memorial, Boston; Paramount, Syracuse; Fox, Philadelphia; United Artists, Detroit; Hippodrome, Cleveland; Century, Chicago; St. Louis, St. Louis; Fox, San Francisco; Carolina, Charlotte; and the Florida, Jacksonville.

Changes Announced In RKO Theatres

William W. Howard, vice president of RKO Theatres, yesterday announced the following promotions and transfers of theatre managers:

Dave Levin from manager of the RKO Albee, Providence, R. I., to city manager of Grand Rapids with headquarters in the Regent Theatre; Philip Nemirow from the Chester, New York City, to the Albee, Providence, and Richard Clark from the Castle Hill, New York City, to the Chester.

Other RKO managerial shifts, all in the New York City area, are Jerome Leige from the Marble Hill to Castle Hill; Nicola Constabile from Greenpoint to Marble Hill, and Philip Smith to manager of the Greenpoint.

Next Allied Artists Sales Meet in L.A.

Los Angeles will be the site of the next in the series of Allied Artists regional sales meetings centering on the company's current production and distribution expansion plans.

Morey R. Goldstein, AA vice-president and general sales manager, has arrived in California from Chicago, where he presided at sessions, to conduct the L.A. meetings next Saturday and Sunday at the Beverly Hills Hotel.

AA sales personnel attending the L. A. meetings will include Harold Wirthwein, Western division sales head, and branch managers R. C. Carlson, Portland, Ore.; E. D. Cruea, Seattle; M. J. E. McCarthy, Los Angeles; James Myers, San Francisco; Don Tibbs, Salt Lake City, and Jack Felix, Denver.

Anniversary Film Festival for Mexico

From THE DAILY Bureau

MEXICO CITY, Nov. 15.–An international film fair is being arranged for here starting Nov. 28 by the Mexican Association of Cinematographic Journalists to commemorate the golden anniversary of the Mexican picture industry. Up to now, 20 countries have promised to enter pictures and seven others may participate.

The Mexican film industry actually began in 1905, but most say the trade is only 25 years old, contending it didn't really start until 1930, with the production of a talkie.

Staud Succeeds Mees In Eastman Research

ROCHESTER, Nov. 15.–Dr. C. E. Kenneth Mees, head of research for Eastman Kodak Co. for the past 44 years, notified the company's board of directors at its regular meeting today that he is giving up the post of vice-president in charge of research and will leave for Honolulu in a few days, where he will make his permanent residence in retirement.

Dr. Cyril J. Staud was elected vice-president in charge of research by the board, succeeding Dr. Mees, who will remain a board member. Dr. Staud has been director of Kodak Research Laboratories since 1947 and, like Dr. Mees, is an authority on industrial and color photography. Among other honors, he is a fellow of the Society of Motion Picture and Television Engineers.

Dividends Declared

The Eastman Kodak board of directors declared a quarterly cash dividend of 60 cents a share and an extra dividend of 25 cents a share on the common stock and the regular 1½ per cent dividend ($1.50) on the preferred stock. Both dividends will be paid on Jan. 3, 1956 to shareholders of record on Dec. 3.

The total cash dividends per share declared this year on the common stock outstanding amounted to $2.35. This is 30 cents more than in 1954.

It was also announced that an employee wage dividend, estimated at $32,175,000, will be shared next March by about 51,000 Kodak men and women in the United States. Eligible persons will receive $30.25 for each $1,000 earned at Kodak during the five-year period 1951-55.

New Head of CINES

ROME, Nov. 15.–Dr. Aldo Borelli, former editor of important Italian daily newspapers, has been named president of CINES, the government owned and operated film production company here.

Must Add Vaude

Mexico City's Theatres May Boost Prices

Special to THE DAILY

MEXICO CITY, Nov. 15. – Trad reaction is mixed to the announc ment by the National Exhibitors A sociation of the partial end of t 32-cent admission price for local th atres that was enacted in Decembe 1952. First run theatres are to allowed to charge 48 cents but mu present vaudeville with every shov The association quoted Mayor Ernest P. Uruchurtu as granting permissio for the hiked charge.

Revealing that the Mayor had bee asked by some exhibitors to allow t 48-cent charge, the association sai he declared he believes the mixin of pictures and vaudeville at a high rate will please many–the public, b cause it will get full money's wort exhibitors, because of more trade, an many professionals who will fin steady work. Vaudeville faded fro local cinemas in 1940.

Not All Pleased

While some exhibitors are de lighted, others complain of increase costs and trouble in booking an presenting vaudeville, and say th only beneficiaries will be the govern ment, from more taxes from theatre and distributors of foreign film mostly American, because, generally imported pictures do the best busines here.

The trade expects the new polic to start on or about Jan. 1.

Lightstone is Named Fox Vancouver Mgr.

Gordon Lightstone has been ap pointed manager of 20th Century Fox's Vancouver exchange, succeed ing James E. Patterson.

Lightstone, who assumes his ne duties immediately, was a salesma in the company's Toronto branch be fore his promotion.

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PEOPLE

James A. Mulvey, president of amuel Goldwyn Productions, is serv- g as chairman of the motion picture vision for the Visiting Nurse Service New York 1955 fund raising cam- aign. The drive, now in progress, seeking $430,000 in support of the ee nursing service provided by this 2-year-old agency in Manhattan, ronx and Queens.

□

Walt Disney last night was awarded he Audubon Medal for "distinguished ervice to conservation" in a cere- mony held in the Hotel Roosevelt here at the annual dinner of the Na- onal Audubon Society.

□

I. S. Becker has been appointed ice-president in charge of business ffairs for CBS Radio, it was an- nounced by Arthur Hull Hayes, presi- ent of the radio network of the Co- umbia Broadcasting System.

□

Herb Cass, formerly with National creen Service in Portland, Ore., is now associated with Commerce In- estment Co.

□

Doris E. Williams has rejoined RKO Radio Pictures in her former position as administrative assistant o **J. Miller Walker**, vice-president and general counsel. Miss Williams was associated with RKO for many years, but for the past year-and-a half she has been with the NBC Film Division.

RKO Sets All Media To Plug 'Conqueror'

Utilizing "every modern advertising medium," RKO will launch "The Conqueror," multi-million dollar picture starring John Wayne and Susan Hayward, early next year with "the greatest pre-selling campaign on any picture in the company's history," Walter Branson, vice-president in charge of distribution, announced here.

Branson returned to New York over the weekend following two weeks of conferences with Daniel T. O'Shea, president of RKO; Charles L. Glett, executive vice-president; Mervin Houser, studio publicity director, and other company executives.

Lawrence Greib Rites

Funeral rites were held here at the weekend for Lawrence F. Greib, 65, veteran New York theatre manager. Greib at one time was managing director of the Astor and Victoria Theatres and held managerial positions with RKO Theatres, the Albee in Brooklyn and the Regent, Mayfair, Colonial and 86th Street Theatres.

Board of Trade Report

Gains in U.K. Admissions Found Only Where New Techniques Adopted

By PETER BURNUP

LONDON, Nov. 15.—Only in the Southern region where new screen techniques such as CinemaScope were first installed in Britain was there an increase in theatre admissions per seat during 1954, the Board of Trade Journal reported today.

An increase in admission per seat from 312 in 1950 to 323 in 1954 was reported for the South, compared with the average number of admissions per seat elsewhere of 328 in 1950 and 307 last year.

Returns were taken from 4,484 theatres with a total seating capacity of 4,141,524. Gross box office takings therein amounted in the quarter ended last June 25 to £27,482,000, virtually the same as the gross marked up in the second quarter in 1954, but 0.6 per cent less than that obtaining in the first quarter of 1955.

Net takings—namely the balance after payment of entertainment tax and Eady Levy—amounted to £18,125,000. After payment of film-hire at £6,382,000 the exhibitors' share stood at £11,743,000 ($32,880,400).

At June 25, 1955 the Journal states, 44,665 persons were found to be fully employed in the country's cinemas with 36,629 employed on part time; at the same date, 5,201 were working on film distribution.

104 long films and 144 shorts were registered at the Board of Trade in the three months July-September, 1955, compared with 128 and 150 respectively in the previous quarter. Of the 104 long films referred to, 25 were British and 79 "foreign."

The Journal records that in the first half of 1955 gross film rentals charged to theatres amounted to £12,249,000. Of that amount, £2,121,000 was retained by distributors under the heading "direct distribution expenses" together with a further amount of £2,380,000, leaving £7,748,000—i.e., 63.3 per cent of the gross—for producers. Of the gross rental amount of £12,249,000, £3,757,000 accrued to British films and £8,492,000 to "foreign" films.

Additional details of the Journal report were published in MOTION PICTURE DAILY on Monday.

Para. Inducts 19 into '100 Per Cent Club'

Eighteen members of Paramount's domestic distribution organization and one field merchandising representative have been inducted into the company's "100 Per Cent Club," highest honor for year-long achievement that can be bestowed on employees of the Paramount branch sales forces.

Announcement of the latest annual additions to the "100 Per Cent Club" was made yesterday by George Weltner, head of world-wide sales for Paramount. Inductions took place during the past few days.

Established 30 Years

This honor organization was established by Paramount 30 years ago to spotlight accomplishment. Membership is limited to employees whose work was consistently outstanding throughout the preceding 12 months.

Three inductees from each of six sales divisions, and Arnold Van Leer, merchandising representative in Boston, make up the 19 who have been honored for work achievement in the past year. Sales department members named are as follows:

Eastern Division: Wendell F. Clement, Boston salesman; Francis D. Lynch, Albany office manager and head booker, and Frank E. Saviola, Buffalo salesman.

Mid-Eastern Division: William R. Fischer, Washington booker; Michael J. Gould, Cleveland salesman, and Kenneth J. Guibord, Detroit salesman.

Central Division: Charles A. Caligiuri, Des Moines salesman; Richard J. Murphy, Minneapolis salesman and John C. Stock, Milwaukee office manager and head booker.

Southern Division: M. Dixon Regan, Jacksonville office manager and head booker; Byron A. Slaughter, Charlotte salesman, and Thomas P. Thompson, New Orleans salesman.

South Central Division: Eugene A. Jacobs, Kansas City salesman; Donald W. Foster, Dallas salesman, and Fred J. Hellweg, Kansas City office manager and head booker.

Western Division: George T. Carmone, San Francisco office manager and head booker; Francis J. Doty, Portland salesman, and Eugene L. Jones, Salt Lake City salesman.

Sees Increased Net For ABC Vending

Charles L. O'Reilly, chairman of the board of ABC Vending Corp., stated that per share earnings of ABC Vending for 1955 will show a substantial increase over 1954. Earnings for the first nine months of 1955 were $1.37 per share as against $1.40 per share for 12 months of 1954. Earnings for all of 1955 should total $1.60 per share, he said.

For 20 years ABC has operated the concessions in a majority of RKO Theatres. In 1955 RKO extended this contract with ABC to cover additional RKO houses, thereby increasing ABC's annual business by $1,250,000.

Educator Gets CBC Post

OTTAWA, Nov. 15.—Dean Adrien Pouliot, of Laval University, Quebec City, has been appointed vice-chairman of the Canadian Broadcasting Corp. board of governors.

I.F.E. to Release Six Between Dec. and March; 5 in Color

I.F.E. Releasing Corp. has set six major films for release between December, 1955 and March, 1956, with five of the six in color and one in CinemaScope and Stereophonic sound, it was announced yesterday by Seymour Poe, executive vice-president of the company.

The line-up consists of "Maddalena," "The Return of Don Camillo," "Lost Continent," "Lease of Life," "Riviera" and "Madame Butterfly."

Cites Two-Fold Purpose

"These six films," Poe said, "will serve a two-fold purpose. One, they will be a foundation for I.F.E.'s greatest year, 1956, and two, they will activate our exhibitor publicity workshop plan. Manny Reiner, our general sales manager, is currently on a national tour surveying the field as a preliminary to implementing the program.

"All these pictures are of major boxoffice importance," Poe continued. "With 'Lost Continent' for example, we have an international prize-winner, Italy's first CinemaScope film and an Academy Award contender, the film having been accepted for screening by the Academy on Nov. 14.

"This year will also see the intensification of I.F.E.'s international aspect. In the six pictures we have set for release the production talents of film-makers from Italy, France, England and Japan are utilized."

'Lost Continent' in 'Scope

The top February release will be "Lost Continent," the first Italian CinemaScope film, which was made entirely on location in Indonesia by Count Leonardo Bonzi. "Lost Continent" will have its premiere in Los Angeles in order to qualify for the Academy Awards. Other December releases are "Maddalena," starring Marta Toren, and "The Return of Don Camillo" the only black and white film among the six, starring France's comic, Fernandel.

In January two I.F.E. pictures will be released, "Lease of Life" starring Robert Donat, from the J. Arthur Rank studios, and "Riviera," with Martine Carol in the starring role. "Madame Butterfly" will be released during March as a follow-up to I.F.E.'s "Aida."

Fein CBS-Radio V-P

Irving A. Fein, director of publicity and exploitation for CBS Radio in Hollywood, has been appointed to the newly-created post of vice-president in charge of sales promotion for CBS-Radio, it was announced by Arthur Hull Hayes, president of the Columbia Broadcasting System's radio network. Fein at one time had been director of radio and exploitation for Columbia Pictures, assistant publicity director for Sam Goldwyn Productions, and director of exploitation for Warner Brothers in Hollywood.

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BOOK BY
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ROBERT WRIGHT AND GEORGE FORREST · Music Adapted from Themes of ALEXANDER BORODIN | PHOTOGRAPHED IN EASTMAN COLOR · DIRECTED BY VINCENTE MINNELLI · PRODUCED BY ARTHUR FREED

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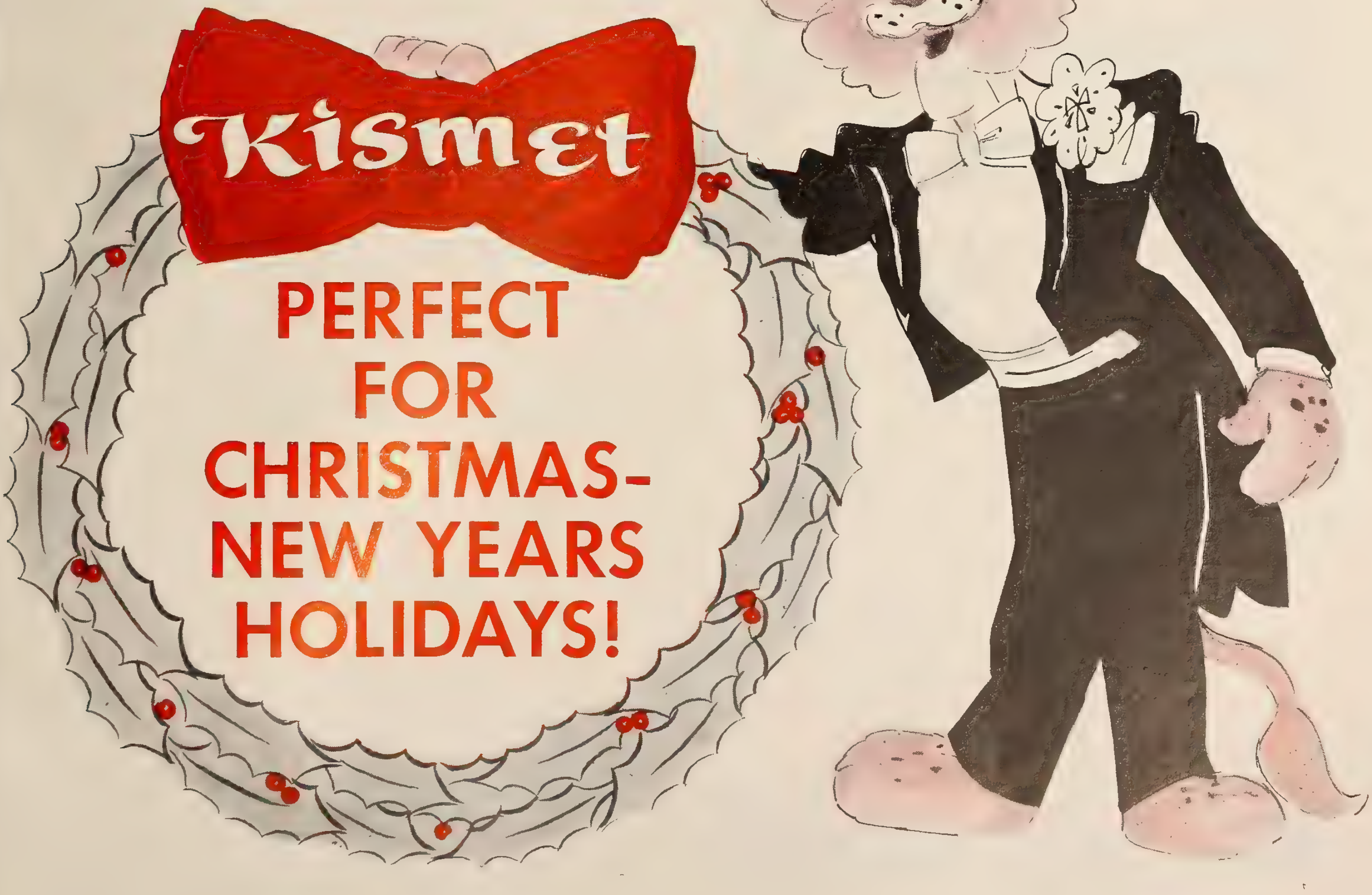
At last the word "SPECTACULAR" finds its ultimate, giant-screen fulfillment. A famed stage property becomes a fabulous film attraction.


Kismet
PERFECT FOR CHRISTMAS-NEW YEARS HOLIDAYS!

EXTRA! Press-time flash: "THE TENDER TRAP" sets new all-time record at Music Hall, N. Y. Big everywhere!

No Name-Calling by TOA, Blank Says

"Theatre Owners of America will not become embroiled in a name-calling contest with anyone," TOA president Myron Blank said here yesterday when asked to comment on speeches made at the Allied States convention in Chicago last week by Allied president Rube Shor and counsel Abram Myers.

"We stand firmly as ever on a policy of constructive progress and sanity of endeavor with a realistic approach to exhibitor problems for all exhibitors, small, medium and large."

TOA Will Be Heard At Probe by SSBC Starting on Jan. 25

Theatre Owners of America, by invitation or by special request, will have a representative appear before the Senate Small Business subcommittee on Jan. 25. The subcommittee is investigating the industry, Myron N. Blank, TOA president, stated here yesterday.

"TOA will be happy to appear before any U. S. group," the exhibitor group's president declared, in reply to a statement that Sen. Hubert Humphrey (D., Minn.), had notified Allied States Association of the start of the hearings.

Favors 'Beneficial' Control

(*Continued from page 1*)

is in favor of is different from that proposed by Allied States Association. He cited, as an example of favorable legislation, a law "doing away with the admission tax."

He emphasized that TOA "is against any governmental laws which will be detrimental to the industry." Blank pointed out that at present, the U. S. restrictions in the industry, the consent decrees, has created "a seller's market." "The producers are making more money than ever, but exhibition is making less money now than it was in the 1940's," he stated.

Hits Product-Withholding

"Government regulations should create conditions which should induce the production of more motion pictures," Blank stated, adding that he would also like to see a number of the distribution practices corrected. He did not say how a law could be devised to handle such issues. One of the distribution practices which TOA would like to see corrected, Blank said, is that of having the distribution companies create a steady flow of films to theatres instead of holding back the good product for holiday periods and seasons."

There isn't a shortage of product, the TOA president stated. "It is just that the studios' vaults are full of completed pictures which are being held back," he said. "Between now and Christmas most theatres will be playing poor films or re-issues," Blank said. He pointed out that U. S. theatres are anxious to play foreign films if "we could make money on them." Blank said that this was one of the main reasons for his European trip.

"TOA is interested in creating the best conditions for all people in the industry by having healthy exhibition, distribution and production," Blank stated. "We will fight for anything which is right and to keep any or all theatres from going out of business due to film shortages," the TOA head declared.

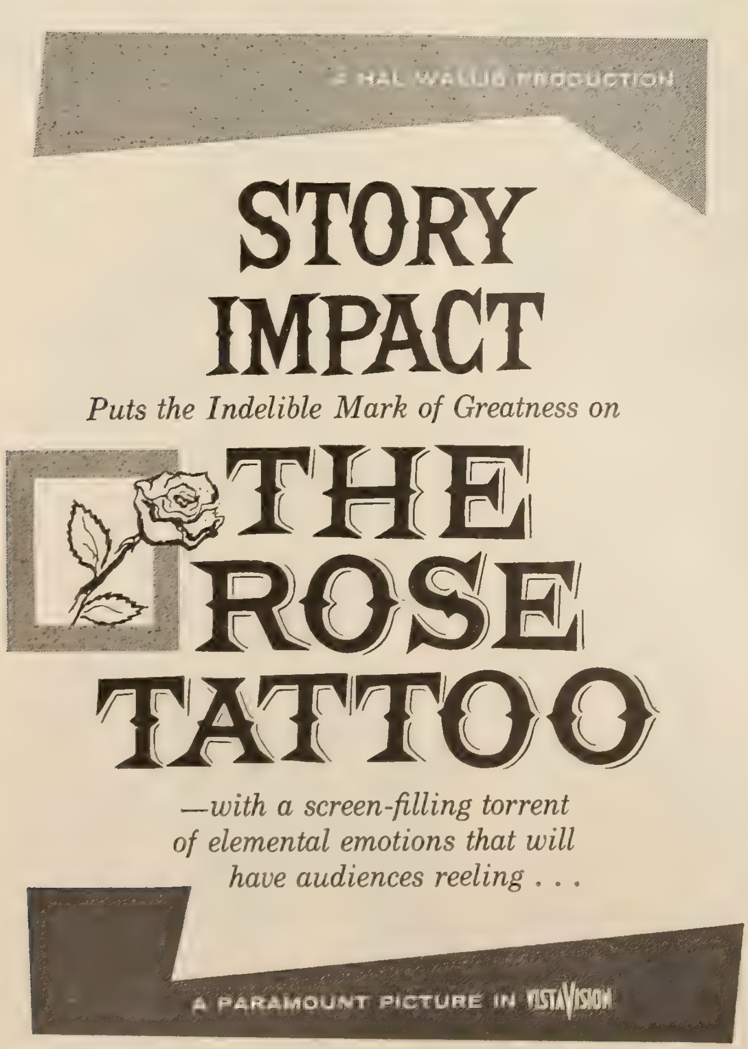
Commenting on the possibility of meeting in the future with the sales managers of the distribution companies, Blank said that "meetings will take place when it is necessary." He said that there had been considerable relief from problems in the field since the last meetings between exhibition and distribution.

In reply to a question concerning the development of new talent, which Blank said was one way to boost business and attendance, the TOA head said that it "is the job of the production studios, not exhibition, to build new faces as the studios and producers do the exploitation and publicity for new product and talents."

The press conference, which was held at TOA headquarters here, was also attended by J. J. Rosenfield, assistant to the president; Albert M. Pickus, vice-president; Robert Livingston, secretary; Herman M. Levy, general counsel, and Joseph G. Alterman, assistant secretary. It was reported that E. D. Martin, board chairman, Walter Reade and Ernest Stellings had previously conferred with Blank before the press meeting.

Herman M. Levy, general counsel for Theatre Owners of America, reported yesterday that he had received no word as yet from Adolph Schimel, Universal Pictures vice-president and general counsel, as to whether the distribution companies had approved or disapproved the arbitration draft. Levy and Schimel represented exhibition and distribution, respectively, in formulating the proposed set of industry rules and regulations for arbitration.

Hope that a European film festival could be run in conjunction with the 1956 Theatre Owners of America convention in New York was expressed here yesterday by Myron N. Blank, TOA president. Such an event would create a better understanding between U. S. and foreign film industries and would help build a better flow of monies between America and foreign nations, according to Blank.


A HAL WALLIS PRODUCTION
STORY IMPACT
Puts the Indelible Mark of Greatness on
THE ROSE TATTOO
—with a screen-filling torrent of elemental emotions that will have audiences reeling . . .
A PARAMOUNT PICTURE IN VISTAVISION

National Pre-Selling

"ALEXANDER THE GREAT' receives substantial assistanc from an 11-page pictorial and edito ial story appearing in the Nov. 1 issue of "Life."

The story opens picturing Alexan der saving his father's life on Macedonian battlefield. The photo i reproduced in delicate colors, as ar the ones that follow, which are dis played on two double-page spreads

"Alexander the Great" was pro duced in Spain under the directio of Robert Rossen. All the photo were made on the production sets.

In addition, this issue of "Life" ha a comphrensive history of Alexander' career written by Sir Harold Nicol son.

•

"The Rose Tattoo" and "The Desperate Hours" are recommended t the readers of "Redbook's" Decembe issue by Florence Somers.

•

"Two Broadway hits that have become top film fun, 'Oklahoma!' and 'My Sister Eileen,'" in the opinion o the motion picture editor of "Coronet." In the November issue he tells why he selected these two films.

•

Janet Leigh and Tony Martin, stars of "Safari" and "Trapeze," are on the cover of the current issue of "Look." The cover photo was taken on location in Europe. Considerable space in the issue is devoted to a pictorial story of these stars while in Paris and its environs.

•

"Guys and Dolls" is advertised on the table of contents page in the November issue of "Seventeen."

•

"Pageant's" December issue devoted eight pages of photos to Susan Strasberg, star of "Picnic." The pictures are candid camera shots taken on location in Kansas where the Pulitzer prize winning play was being filmed.

•

Bette Davis, whose latest picture is "Storm Center," has written a history of her 25 years in motion pictures for "Collier's." Her biography has been divided into two installments, the first appearing in the current issue followed by the concluding installment, which will be in the issue of Dec. 9. It makes interesting reading and is illustrated by photos of her starring roles in the past and a full color photo from her new release, "Storm Center."

•

The readers of "Photoplay's" December issue are being asked to vote for their "Favorite Stars and Movies for 1955." When counted, these votes will constitute "Photoplay's" Gold Medal Awards for 1955-56.

•

Kim Novak, star of "The Eddy Duchin Story," is the cover girl on the Nov. 16 issue of "People To-Day." A profile of the new Columbia star appears in the same issue.

WALTER HAAS

Dipson

(Continued from page 1)

reece. He said he would make fre-uent visits to Batavia.

The Dipson organization controls ieatres in New York, Pennsylvania, Vest Virginia and Ohio. From 1922) 1930, the company sold nine theae leases in various communities to Varner Brothers in a transaction reorted to have involved over $1,500,-00 in Warner Bros. debentures which were paid at par in 1939.

Wide Wide World' To Spot 'Persuasion'

Allied Artists' forthcoming "The riendly Persuasion" will be featured n Sunday, Nov. 27, to the viewers f NBC's hour-and-a-half "Wide Vide World" television network show.

The program, all "live," will devote en minutes to the William Wyler roduction, and will feature the picure's stars, Gary Cooper and Dorothy AcGuire, supporting cast members Anthony Perkins, Phyllis Love, Mark Richman and Richard Eyer, and proucer-director William Wyler. "The riendly Persuasion" portion will manate from the San Fernando Valey "location" site where the picture s currently in production.

The **significant** developments in television and their **meaning . . .**

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

IN the year since its first broadcast last November, Ted Ayers, producer of "Face the Nation," and his production staff have flown more than 150,000 miles in order to bring to the "mike" and camera leading figures in local, national and world-wide affairs. Program is CBSeen Sundays at 4:00 P.M. and heard on that radio network same evening at 10:05. . . . Stanton M. Osgood, formerly with NBC as manager of television film production, and from 1950 to 1954 in charge of that firm's large screen closed circuit TV operations, has been named director of production for Theatre Network Television, Inc. by prexy Nathan L. Halpern. . . . The Orange Bowl football classic, which will be televised from Miami, Monday, Jan. 2, featuring the teams of Oklahoma and Maryland, will be CBSponsored by Buick. . . . Art Baker's unusual and entertaining series, "You Asked for It," ABChanneled coast to coast for Skippy peanut butter, will embark on its sixth year Sunday, Jan. 1, 1956.

☆ ☆ ☆

Dave Garroway

TViewers of NBC's "Wide Wide World," hosted by Dave Garroway Sunday, Nov. 27, will be treated to several location scenes in the San Fernando Valley where producer William Wyler is shooting the Allied Artists production, "The Friendly Persuasion," co-starring Gary Cooper and Dorothy McGuire. Cooper will be heard singing for the first time. . . . Max Liebman's next Spectacular for NBC-TV will be presented Sunday, Dec. 4 and, titled "The Maurice Chevalier Show," will feature in addition to the Gallic songster, Jeannie Carson, Marcel Marceau and Pat Carroll. The musical revue was written by William Friedberg and Neil Simon with Art Linkletter, host. . . . General Electric's "20th Century-Fox Hour" program Wednesday, Nov. 30 will co-star Thelma Ritter and Gene Lockhart in "Christopher Bean." . . . Jan Miner and Terry O'Sullivan, who play "man & wife" roles in "Julie," Westinghouse "CBStudio One" next Monday night, are man and wife in real life. This is the first time they've ever appeared together on TV as Mr. and Mrs.

☆ ☆ ☆

Meridian Productions, Inc. has signed to deliver via a long-term deal, 26 to 52 ninety-minute dramatic spectaculars for the 1956-57 season. The initial telefilm will go before the cameras on the Goldwyn lot sometime next month and the series, titled "Command Performance," will use both published and new stories. ABC veep Bob Weitman will supervise the series which will be filmed all over the world. . . . Don DeFore, president of the Academy of TV Arts & Sciences, in honoring the 1954 "Emmy" winners yesterday at the Plaza Hotel, presented an "Emmy" to President Eisenhower for his "distinguished use and encouragement of television medium." NBC will again televise the Academy Awards in a 90-minute color spectacular March 17. . . . After many years as creative director for Filmack Studios' production division, Tom Rook has been appointed TV sales representative. . . . Bill Haley's Comets, whose Decca platter of "Rock-A-Beatin' Boogie" is a deejay delight, have been booked into the Brooklyn Paramount starting Nov. 23.

☆ ☆ ☆

J. P. Stevens & Co., one of the largest and oldest fabric manufacturers in the country, becomes the first of that industry to climb aboard the TV bandwagon. CBStarting New Year's Day, J.P.S. becomes the third co-sponsor of "Omnibus," together with Scott Paper Co. and Aluminium Ltd. of Canada. . . . News will soon be forthcoming from ABC dealing with facts concerning a half dozen or more new TV programs for 1956-57 season. . . . Sam Goldwyn and Kim Hunter will be interviewed by Conrad Nagel between preview scenes of "I Died a Thousand Times," "Frisky" and "Rebel Without a Cause" Friday TVia WABD (10:30 P.M.). . . . Talented Tedd Lawrence, who hosted his own musical show for more than a year at the Versailes nite club in New York and later turned in a stellar two-year stint as announcer for the Guy Lombardo Show, starts a new Monday through Friday musical series over WABC this week. . . . The Arthur Godfrey radio and TV shows will originate from Miami Beach the week of Nov. 21. Janette Davis, Carmel Quinn, Frank Parker, Tony Marvin, Will Roland and Bert Farber will accompany the red-head to the environs of the Kennilworth Hotel and Miami Beach Auditorium whence the programs will emanate.

Myers Pleads

(Continued from page 1)

for today's general meeting, was rescheduled to address special evening business session after the plane in which he was flying to Indianapolis was grounded for several hours at Harrisburg, Pa.

His mission was to explain, not to sell, the control measure to be presented Congress, Myers insisted. "I would like to know before the year is over that at least 1,000 exhibitors in the United States really understand it," he said.

Citing "figures that show the amazing increase in the net earnings of film companies beginning April 1, 1954," Myers charged they had largely confiscated the benefits of the tax reduction and urged exhibitors to compare the figures with the percentage of their net increase since that date. "Get over this timidity about disclosing your private affairs. Then we can proceed with confidence and real hope of success," he declared.

Sees Admissions Separate

Myers answered the claim that the regulation of film rentals would lead to regulation of admission prices with the argument that the latter do not come under interstate commerce classification.

Julius Gordon, secretary of national Allied and president of the Jefferson Theatre Corp., Beaumont, Tex., told the ATOI members that his study of regulation in Europe convinced him "that none of us can survive in this business without it." He accused distributors of agreeing "to arbitrate in foreign countries while refusing to do so with fellow Americans."

Reasons for national Allied's qualified withdrawal from COMPO were explained by Marc Wolf, Indiana exhibitor, who was one of the original members of the council.

Myers and Shor Today

About 200 exhibitors are registered for the convention at the Marott Hotel here. Closed discussion groups for outdoor and indoor exhibitors were on the morning's program. Clinics will be continued on Wednesday morning, with another open session, at which Myers and Ruben Shor, president of Allied, will be heard scheduled for afternoon.

The annual banquet at the Marott will close the convention Wednesday night.

TOA to Press

(Continued from page 1)

1957 would be a better time for the tax reduction campaign. "Why, if we fight now, by 1957 the tax may be off," Blank stated.

Blank said that Col. H. A. Cole's talk with Speaker of the House Sam Rayburn concerning the tax elimination "was unfair to the industry." He said that Allied's withdrawal, "which is harmful," from COMPO was based on this, as Rayburn said that 1957 would be a better year to wage a tax reduction campaign.

Italy Forms

(*Continued from page* 1)

relations office. Its general goals will include aiding Italian producers in the marketing of their films abroad, combating the imposition of restrictions on the importation of Italian films and the transfer of foreign earnings to Italy, the exploitation of Italian films in world markets and assistance in the solving of export problems which individual producers may encounter.

Seen Linked to Legislation

Local reports link the formation of Anica-Export to the new film regulatory legislation in process here. While that legislation reportedly will provide greater protection for Italian films in the home market, the Italian industry, through the new agency, will be combating comparable film legislation as it affects Italian films elsewhere.

French Films

(*Continued from page* 1)

query, that the center hopes to have prints of French films which can be viewed by potential distributors. He told the gathering that French producers will seek to utilize the major companies for distribution of their films. The center, he added, has funds for the publicity and promotion of French films. Dubbing also will be employed to gain a wider audience for qualified films, he stated.

He estimated that approximately $250,000 will be remitted to France from earnings of French films in the U. S. during 1955. The previous year, he went on, about $60,000 was remitted, crediting the rise to a better liaison between the countries and more popular French film imports this year.

REVIEW:

Good Morning, Miss Dove

20th Century-Fox—CinemaScope

A TENDER, sentimental and heart warming motion picture is this character study of a grade school teacher. Jennifer Jones portrays the supposedly stern school teacher in a small, modern-day New England town, in which a majority of the population had been exposed at a tender age to the impartial justice, adamantine regulations and the gray, calm, neutral eyes of the terrible Miss Dove. Miss Jones' portrayal, which has much dramatic quality, will draw laughs and tears from audiences.

Credit must go to the entire cast for supporting so ably a story which relies completely on the ability of its actors. Humanness is the keynote of this CinemaScope production in color by De Luxe. The performances by Miss Jones, co-star Robert Stack, Kipp Hamilton, Chuck Connors, Peggy Knudsen and Biff Elliot add to the charm and impact of the whole, making it a fine attraction for the entire family.

Because of its somewhat unusual nature, "Good Morning, Miss Dove" will probably require special exploitation methods, but the wise showman is likely to find such efforts amply rewarded at the box office.

The Samuel G. Engel production, directed by Henry Koster, from a screenplay written by Eleanore Griffin, based on the novel by Frances Gray Patton, moves slowly at the start in characterizing Miss Jones as the school teacher who disdained marriage to pay off a debt incurred by her late father. Miss Jones' story is told with the aid of flashbacks, showing how she injected some of her qualities into her students, some of whom later became a doctor, a minister, a nurse, a police officer, a playwright, a television actress, a criminal, and a vast majority of the inhabitants of Liberty Hill, New England, U. S. A.

Miss Jones begins her reminiscence when, in the midst of teaching geography to her class, she feels a sharp pain at the base of her spine and discovers that her right leg has no feeling. While awaiting her doctor, she relives the past. The doctor, Stack, orders her to the hospital where she engages in a battle of wills with all concerned. The townspeople, upon learning that their "terrible Miss Dove" is about to undergo a life-or-death operation, realize what she has been to them and their children and rally to her.

Others in the various episodes of Miss Jones' career are Robert Douglas, Marshall Thompson, Jerry Paris and Mary Wickes.

Running time, 107 minutes. General audience classification. Release in November.

LESTER DINOFF

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Disney

(*Continued from page* 1)

operations of his company, wh
queried on the profit angle followi
his short address. For one, he me
tioned the merchandising tie-ups.

'Tooling Up' Costly

The veteran producer, who also
board chairman of Walt Disney Pr
ductions, added that he expects re
enues from his present filmed sho
in future years, when they are r
peated on TV. He added that "tooli
up" on relatively short notice also w
costly.

In the course of his address, Disn
put the cost of his new Micke
Mouse series for the American Broa
casting Co., a division of America
Broadcasting-Paramount Theatres,
$4,000,000. The series was designe
to fill more than 100 hours in pr
gramming, he stated. He told h
audience he got $2,800,000 for t
series.

The other "baskets" in the activiti
of the company apparently referre
to TV's role in advertising and pr
motion of Disney pictures, the oper
tion of Disneyland Park, and the th
atrical reissue revenues from "Dav
Crockett," compiled from the T
series of the same name.

Discusses Theatrical Plans

Disney, in his address, said "I
still in the motion picture busine
primarily." Asked about his theatric
motion picture plans following th
meeting, Disney said he was comple
ing "The Great Locomotive Chase,
in CinemaScope, starring Fess Park
and Jeff Hunter. He also will d
a feature-length cartoon, "Sleepin
Beauty," which will be ready in abou
18 months. In addition, Disney sai
True-Life short subjects of his com
pany also are being produced, nam
ing "Secrets of Life," dealing wit
the insect world, and "Arctic Wilder
ness."

He prefaced his remarks on the
atrical motion pictures by saying tha
he had "more motion pictures i
work than ever."

Disney cautioned the TV academ
to steer clear of "politics," a "mistake
which, he said, was made by th
Academy of Motion Picture Arts an
Sciences in the past.

Urges Eastern Cooperation

Don DeFore, president of th
Academy of Television Arts an
Sciences, in his address pleaded fo
more Eastern participation in th
work of the TV academy, whic
yearly hands out the "Emmy" award

Ed Sullivan, another speaker, cri
ticized the academy for its classifica
tions and questioned the eligibility o
those making the selections. He als
queried the extent of the voting an
who is considered qualified to cas
a ballot. Sullivan volunteered t
join a five-man committee compose
of the audience in the room to ex
amine problems which he posed.

DeFore also announced that th
National Broadcasting Co. had agree
to TV the "Emmy" award ceremonie
for 1955 at "prime time" on som
Saturday evening, the date for whic
was not announced.

All
the News
That
Is News

MOTION PICTURE DAILY

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OL. 78. NO. 95 NEW YORK, U. S. A., THURSDAY, NOVEMBER 17, 1955 TEN CENTS

recedent Set

Hold Capital Gains Applies To TV Sales

Decision Limited Only To Certain Film Cases

By J. A. OTTEN

WASHINGTON, Nov. 16.—The Internal Revenue Service has issued ruling allowing money received om the sale of old, fully-depreciated lms to TV—in certain cases—to be axed as long-term capital gains, ather than as ordinary income. Long-erm gains are taxed at only half the ates of ordinary income.

While the ruling, the first in this eld, has been long awaited by the elevision and motion picture industry s a precedent, the service made it lear that the ruling would cover ther cases only if they involved the ame or similar circumstances to those n the case covered by today's ruling. The tax treatment of cases with dif-erent circumstances would be left for

(*Continued on page* 6)

WCBS-TV Buys Nine Lippert Productions

Television Today.. WCBS-TV has purchased nine Robert Lippert feature film productions for exclusive first-run-on-television showings in New York on either the "Early Show" or the "Late Show," it was announced yesterday. The films are being distributed to TV by Tele-Pictures, Inc.

The nine pictures are "Air Strike," 'Black Pirates," "Deadly Game," 'Glass Tomb," "King Dinosaur," "Lonesome Trail," "Race for Life," "Silver Star" and "Unholy Four."

Chretien to Take Part in 55mm. Bow

Professor Henri Chretien, inventor of CinemaScope, will be on hand for the unveiling of 20th Century-Fox's new 55mm. CinemaScope process to the public, slated to be held here in February with the opening of "Carousel."

Chretien, who is here on a family

(*Continued on page* 7)

No Stimulant Seen To Films for TV

An industry authority here, questioned as to the consequences of the Internal Revenue ruling on the sale of old films to TV, discounted its significance for the motion picture industry.

The ruling, at first glance, he added, will not act as a stimulant to any large degree for the sale of old films to television. The few film companies that have entered the TV field, have not sold their negative rights to the films, but rather have issued licenses for their TV screenings, he pointed out.

Kalver Nat'l Director And President, ATOI

Special to THE DAILY

INDIANAPOLIS, Nov. 16. — Roy Kalver today was reelected president of Allied Theatre Owners of Indiana at the closing business session of the two-day annual fall convention in the Marott Hotel here.

Policies adopted by the national Allied convention at Chicago last week were brought to Hoosier exhibitors in a message by Rube Shor, president, and Abram F. Myers, general counsel. The convention passed no resolutions.

Kalver also was elected ATOI national director, to replace Trueman T. Rembusch, at the latter's insistence because of his activities in other exhibitor interests. Rembusch was elected alternate national director.

Other ATOI officers reelected were

(*Continued on page* 6)

Gets Started Today

Exhibition Poised For Audience Poll

Elmer Rhoden Predicts 8,000 Theatres Will Handle About 35,000,000 Ballots

By LESTER DINOFF

Although a number of theatres jumped the gun in distributing ballots to their patrons, the nation's exhibitors today will launch the first Audience Awards poll which is being conducted under the auspices of Council of Motion Picture Organizations.

Elmer Rhoden

Elmer C. Rhoden, national Audience Awards chairman, yesterday predicted that the 8,000 U. S. theatres which are participating in the campaign will handle about 35,000,000 votes which the public is expected to cast by midnight of Nov. 27, when balloting closes.

Voting today and tomorrow is ex-

(*Continued on page* 6)

Adult Ticket Prices Up in 3rd Quarter

From THE DAILY Bureau

WASHINGTON, Nov. 16. — Adult admission prices in large cities went up during the third quarter of this year, but children's prices fell sharply, the Bureau of Labor Statistics reported. The result was a small drop in the bureau's index for combined adult-children prices.

The bureau collects admission

(*Continued on page* 7)

Solons in 17 States To Convene in '56

From THE DAILY Bureau

WASHINGTON, Nov. 16.—Seventeen state legislatures will meet in the coming year, according to Motion Picture Association of America's Jack Bryson.

As of now, Bryson says, no action

(*Continued on page* 6)

Schneider Up Again For NTFC President

The nominating committee of the National Television Film Council has re-nominated John J. Schneider, incumbent president, to head the association in 1956, it was announced yesterday by Lou Feldman, committee chairman.

Also nominated for NTFC offices

(*Continued on page* 7)

Report Allied's E. D. C. May Air Exhibitor Grievances in Newspaper Ads in Key Areas

Special to THE DAILY

MINNEAPOLIS, Nov. 16.—Part of the $200,000 fund that Allied States' Emergency Defense Committee will endeavor soon to raise for its new activities may be used to purchase newspaper space in strategic cities for the purpose of airing independent exhibitor problems and grievances and enlisting public opinion in support of Allied's forthcoming campaign to obtain Federal legislation regulating the industry, it is reported.

Efforts to obtain confirmation were unsuccessful, but Ben Berger, E.D.C. chairman, is not averse to going directly to the public with trade or other problems and has been known in the past to use newspaper space to do it.

The bulk of the E.D.C. fund, nevertheless, presumably will be earmarked for use in gathering film selling terms information from many parts of the country and exchanging it among the participating territories. It will also gather information for the Senate Small Business Committee hearings on Allied's proposed legislation.

3,325 'U' Stock Warrants Used

From THE DAILY Bureau

WASHINGTON, Nov. 16.—During the four months ended Oct. 31, warrants for the purchase of 3,325 shares of Universal common were exercised, the company informed the Securities and Exchange Commission.

This activity leaves 27,043 warrants outstanding, exclusive of the 12,800 warrants held in the treasury as of Oct. 31, Universal added.

PERSONAL MENTION

ROGER H. LEWIS, United Artists advertising manager, will return to New York today from Europe.

•

CHARLES BOASBERG, special assistant to GEORGE WELTNER, Paramount worldwide sales head, will return here tomorrow from Philadelphia.

•

ARTHUR SILVERSTONE, 20th Century-Fox assistant general sales manager, has entered Mt. Sinai Hospital here for treatment of a heart condition.

•

RALPH WHEELWRIGHT, assistant to HOWARD STRICKLING, M-G-M studio advertising-publicity director, has returned to the Coast from New York.

•

BERT ENNIS, Altec Service Corp. advertising-publicity manager, will return to New York on Saturday from Minneapolis.

•

NILS TUXEN, manager of the motion picture equipment division of North American Philips Co., has left New York for Hollywood.

•

STANTON DAVIS, RKO Radio salesman in Boston, is the father of a son born to MRS. DAVIS at Richardson House, Brookline, Mass.

•

P. T. DANA, Universal Pictures Eastern sales manager, has left New York for Pittsburgh, Cleveland, Detroit and Buffalo.

•

C. ROBERT FINE, president of Fine Sound, Inc., will arrive in Minneapolis from New York on Sunday.

•

SAM MCCOOK, booker for M-G-M in Atlanta, has returned there from New York.

•

JOE BISHOP and BILL SIMPSON, of Kay Film Exchange, Charlotte, were in Atlanta from there.

•

MALCOLM BROWN, M-G-M art director, is in New York from Hollywood.

Hoagland Winner of Film Editors Award

HOLLYWOOD, Nov. 16.—American Cinema Editors announced last night that Ellsworth Hoagland was the winner of ACE's second annual critics award for his editing of the theatrical production, "The Country Girl."

In the television division, the award went to Bernard Burton, Samuel Beetley and Roland Gross for "Four Star Playhouse."

Citizens Won't Let Its Theatre Close

Special to THE DAILY

TAVARES, Fla., Nov. 16.—When the Lake Theatre here, an E. M. Loew operation, was faced with the necessity of closing because of slack patronage, the citizens of this town went to work to keep the town's only theatre open. A civic committee was formed and adopted a plan whereby "Books of Happiness" were sold by teams on a house-to-house basis for $2.50 each. The book contained coupons which were good for admissions or concession items. Bill Cumbaa, general manager of E. M. Loew's houses in Florida, said approximately 500 coupon books would have to be sold per month in order to keep the theatre in operation.

Expect 100,000 to Attend 'Dove' Shows

Despite inclement weather in many parts of the country, opinion makers' previews of 20th Century-Fox's CinemaScope production "Good Morning, Miss Dove" were attended yesterday by 10,000 educational, religious and civic leaders and the press in eight key cities, the company announced.

The turnout of community figures on the second day of a week-long series of 50-city showings of the production points to a total attendance of 100,000 in the United States, it was said. Additional programs in Canada are scheduled for later this month.

Held in association with the Federation of Motion Picture Councils and Better Films Committees, programs were conducted yesterday at the Paramount, Springfield, Mass.; Paramount, Rochester; Colonial, Akron; Wisconsin, Milwaukee; Brookside, Kansas City; Paramount, Oakland; Fox, Atlanta, and Bell, New Orleans.

Perkins, Pratchett Tour

James E. Perkins, Paramount International executive vice-president, and A. L. Pratchett, Paramount Latin-American division manager, will leave New York on Monday for an extensive tour of the company's Latin-American offices in conjunction with the marketing of "To Catch a Thief," "Strategic Air Command" and "We're No Angels." They will visit Trinidad, Brazil, Uruguay, Chile, Peru, Panama and Mexico, returning to New York three weeks later.

20th-Fox Dividend

A quarterly cash dividend of 40 cents per share on the outstanding common stock of 20th Century-Fox has been declared, payable on Dec. 24, to stockholders of record on Dec. 9.

Sarnoff to Receive Forrestal Memorial For Aid to Security

From THE DAILY Bureau

WASHINGTON, Nov. 16.—Brig. Gen. David Sarnoff, board chairman of the Radio Corp. of America, has been named winner of the James Forrestal Memorial Award of the National Security Industrial Association.

The award was established last year, to be given annually to a distinguished American who has promoted cooperation between industry and government in the interest of national security.

President Eisenhower received the first award last year. Sarnoff will receive the award at an association dinner here next Jan. 26th.

ATAS on TV Mar. 17; Oldsmobile Sponsor

Television Today.. HOLLYWOOD, Nov. 16.—NBC will telecast the Academy awards on March 17, with Oldsmobile again sponsoring, it was announced here today by Don DeFore, president of ATAS.

Goldman, Attorney Join in Distribution

HOLLYWOOD, Nov. 16. — Edmund Goldman, foreign films distributor, and Paul Schreibman, attorney, have announced the formation of Manson Distributing Co. for the national distribution of feature pictures, beginning with the Italian-made musical, "House of Ricordi."

Eight in Superscope Slated for Elgado

HOLLYWOOD, Nov. 16. — Austin P. Elgado, executive producer for Cub-Mex, Latin-American production company, has concluded a contract with Joseph Tushinsky for the production of an eight-picture program in Superscope.

Lloyd Bacon, 65

HOLLYWOOD, Nov. 16.—Film director Lloyd Bacon died yesterday of a cerebral hemorrhage at St. Joseph's Hospital in Burbank. Bacon, 65, listed among his screen credits "The Singing Fool," "The French Line" and many others.

Masonic funeral services will be held Friday afternoon at Forest Lawn. The son of stage-famed Frank Bacon, the deceased, leaves a widow, mother, daughter and son.

'Stripes' Here Nov. 23

Columbia's "Three Stripes In the Sun" will have its premiere at the Paramount Theatre here on Nov. 23.

TV-Owners Don't Stay Home, Survey Reveals

Special to THE DAILY

MINNEAPOLIS, Nov. 16.—A p taken in this area among owners TV sets and those without TV r ceivers showed little difference film theatre attendance of those que tioned.

The survey, conducted by t "Minneapolis Tribune" revealed th of the TV set owners, 65 per ce had attended a film theatre duri the past year. Among those lacki a TV receiver the percentage w 70 per cent.

Smith Named RKO Vancouver Mgr.

Robert W. Smith has been pr moted from salesman in RKC Toronto office to branch manager the Vancouver exchange, it was a nounced yesterday by Herbert Greenblatt, domestic sales manager.

Smith replaces James F. Davi who resigned. Smith joined RK eight years ago and served as offic manager and head booker before b coming a salesman.

Lewin to Produce 'Idol' for M-G-M

Albert Lewin has acquired "Th Living Idol," which he plans to mak entirely in Mexico for release throug M-G-M. The picture will star tw rising M-G-M contract players, Stev Forrest and Liliane Montevecchi, an English star James Robertson-Justic

Lewin is directing as well as co producing with Gregorio Walerstei

'Knife 'on 'Toast'

United Artists' "The Big Knife will be featured on Ed Sullivan' CBS-TV network show on Sunda with a personal appearance by sta Jack Palance and the presentation o film clips from the Robert Aldric production.

Loew's Dividend

Directors of Loew's, Inc., yesterda declared a dividend on the commo stock of 25 cents per share, payabl on Dec. 23 to stockholders of recor on Dec. 6.

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PEOPLE

Mort Abrahams has joined MCA as vice president of MCA TV, Ltd., ective Dec. 1.

◆

Ted M. Abrams has been appointed sistant to **K. V. Cooper,** director of iblic relations and advertising of ssociated Screen News, Ltd., of anada.

◆

Mrs. Stella Poulnot, president of ie Atlanta chapter of the Women of ie Motion Picture Industry, is in iedmont Hospital, Atlanta, for sur- ery.

◆

Joe Rosenfield has sold his Lyric heatre, Portland, Ore., to the Utah- rive-in Corp. of which **Robert Ben- n** is general manager.

◆

G. N. Torgeson is the new owner f the Chief Theatre in Tonasket, Vash. Former owners were **Mr.** and **Irs. T. P. Smith.**

hio Censorship Law iscussion Doubtful

COLUMBUS, O., Nov. 16. — De- pite rumors to the contrary, industry eople here doubt that the issue of tate censorship will come before a pecial session of the Ohio Legisla- ure on Jan. 16. The session is being alled to enact a penny-a-pack cig- rette tax to finance the $150,000,000 ond issue for mental hospitals voted n the recent election.

Any move to revive the censorship ssue must originate with Gov. ausche to be considered at the spe- ial session.

The recent blow to censorship in he U. S. Supreme Court decision gainst Kansas censorship may be a actor in the Ohio situation.

irst T-L Release

"Dance Little Lady," featuring the adler's Wells Ballet and scheduled o open here shortly at the Globe Theatre, will mark the first release of he newly-formed Trans Lux Distrib- ting Corp.

Convene Nov. 29 on Drive-In Meet Plans

Special to THE DAILY

OLUMBUS, O., Nov. 16.—National dvisory Committee of Allied States vill meet on Nov. 29 in Cincinnati o discuss plans for the National Drive-in convention Feb. 21-23 at Iotel Cleveland, Cleveland. Members lanning to attend the meeting in- clude Abram Myers, Rube Shor, Jack Kirsch, Horace Adams, Robert Mor- ell, A. B. Jefferis and Robert Wile.

In Questionnaire to Exhibitors

TOA Seeks Answer to Why British Pictures Get Small Play in U.S.

In a move to determine reasons why U.S. exhibitors appear to be reluctant to play British product more extensively, the Theatre Owners of America has sent out questionnaires to members and others, asking for information. The questionnaires went to 200 exhibitors and, according to TOA headquarters here, as of yesterday, 110 replies have been received. The final compilation will be available on or about Dec. 12.

Levy Queried in Britain

The project stemmed from conversations by TOA executives in Britain over the last two years with British exhibitors, producers, distributors and trade press representatives. Herman Levy, TOA general counsel, in a letter accompanying the questionnaire, stated that this question was put to him while in England last summer: "If the product shortage is so acute, why don't American exhibitors give British pictures a better play?" Levy said his answer was that U. S. exhibitors felt that British pictures do not do well because:

1. The stories, by and large, are too essentially British in their locale, motif, etc., and lack a universality of theme, and, that

2. There is, too, the question of whether the box-office potential of the pictures has been adequately presented to American theatre owners.

Point to Improvement

Levy said that the British exhibitors questioned this reasoning and wanted to know whether it wasn't really a prejudice, conscious or otherwise, against British product, especially since British product has, they insisted, improved steadily in the last two years.

In a TOA bulletin released yesterday, it was pointed out that the compilation of replies should represent a good cross-section of opinions and that ideas may result which will mean more playing time in America for British pictures.

The questionnaire follows:

1. Do British pictures not get a better play in this country because you feel your audiences do not like them?

2. Have you tried playing them and has there been poor audience reactions?

3. Do you feel that a good advertising and exploitation job has been done on British pictures, in this country?

Familiarity Questioned

4. Are you familiar enough with British product so as to decide whether there has been an improvement in the pictures? If you are, do you feel there has been a steady improvement?

5. Do you feel that you should reappraise your ideas of what audience reactions to British pictures are?

6. What do you feel should be done by British producers to make their product more acceptable to American patrons.

7. What do you feel should be done by British producers and by the distributors of British films to get you more interested in playing British pictures in the theatres you operate.

8. Have you played "Dam Busters" (Warner), "End of the Affair" (Columbia), "Doctor in the House" (Republic)? If so, how did these pictures do?

9. Additional comments:

RKO Radio Acquires 'Cash on Delivery'

"Cash on Delivery," a comedy starring Shelly Winters, Peggy Cummins and John Gregson, has been acquired by RKO Radio Pictures for release in the Western hemisphere, it was announced yesterday by Walter Branson, vice-president in charge of distribution.

"Cash on Delivery," an adaptation of the stage play, "To Dorothy, a Son," was directed by Muriel Box and produced for Welbeck-Gina by Benjamin R. Schrift.

Sam Kaplan Dies; RKO Projectionist

Sam Kaplan, veteran projectionist at the RKO home office screening room, died from a heart attack yesterday morning on a subway while on his way to work. He was 65 years old. Kaplan, who joined RKO as a projectionist in 1928, is survived by his widow, Sylvia, and a son, Norman. He lived in Elmhurst, L. I.

Start Two Pictures; 33 Now in Work

HOLLYWOOD, Nov. 16. — This past week only two new pictures were started while four others were completed, for a total of 33 pictures now in work.

Started were: "Mother-Sir," (Allied Artists); "It Happened One Night," (Columbia).

Completed were: "The First Texan," CinemaScope (Allied Artists); "Fire Maidens of Space," Saturn Films, Inc. (Independent); "Fearful Decision," wide-screen (Metro-Goldwyn-Mayer); "Huk," Pan Pacific Pictures (United Artists).

'Survivors' Bows

LONDON, Nov. 16.—"Survivors Two," Columbia Pictures' latest Warwick production, had its world premiere here tonight at the Empire Theatre. The film, starring and directed by Jose Ferrer, was screened before an invitational audience headed by the Duke of Edinburgh and Lord Louis Mountbatten.

Program vs. Epics

Report Ponti-DeLaurentiis Have Split Up

By ARGEO SANTUCCI

ROME, Nov. 11 (By Air Mail).— "War and Peace" reportedly is the last picture which will be made by the Ponti-De Laurentiis producing partnership.

The team which has been operating successfully for the past six years is dissolving the partnership with the intention of forming their own individual companies. It was reported that in the dissolution, Ponti renounces his share in "War and Peace" and receives in return full possession of the company's studio.

Reason for the split-up, it is said, is that Ponti prefers to make moderate budget films, while De Laurentiis prefers top cost production.

Paramount Heavy Investor

One published report here is that the break-up started with "Ulysses," which cost $2,500,000 to produce. The $5,600,000 budget for "War and Peace" went twice as far in De Laurentiis' direction and away from Ponti's. The published report said that Paramount, which has world distribution rights outside of Italy, put up $4,000,000 of its frozen funds here, while Ponti-De Laurentiis and Lux Film, which will distribute here, each put up $800,000.

Practically all of the shooting has been completed on "War and Peace" with over 1,000,000 feet of Technicolor film consumed. It is expected to run four hours on the screen.

To Tell Welfare Plan Of Radio-TV Field

Television Today.. Details concerning the first national welfare and pension plan for the whole television and radio industry will be announced at a press conference here this morning in the office of the American Federation of Television and Radio Artists, 15 West 44th Street.

30-Cent Admission If You're Over 65

Special to THE DAILY

HARTFORD, Nov. 16.—Patrons over 65 are being admitted at special prices at the Colonial Theatre, Southington, Conn., in a move created by manager Arthur Alperin to increase his number of older patrons. The elders are being admitted for 30 cents.

The theatre's regular scale is 60 cents for matinees and 70 cents for evenings, with 60 cents charged for students between 12 and 18. Children are charged 30 cents.

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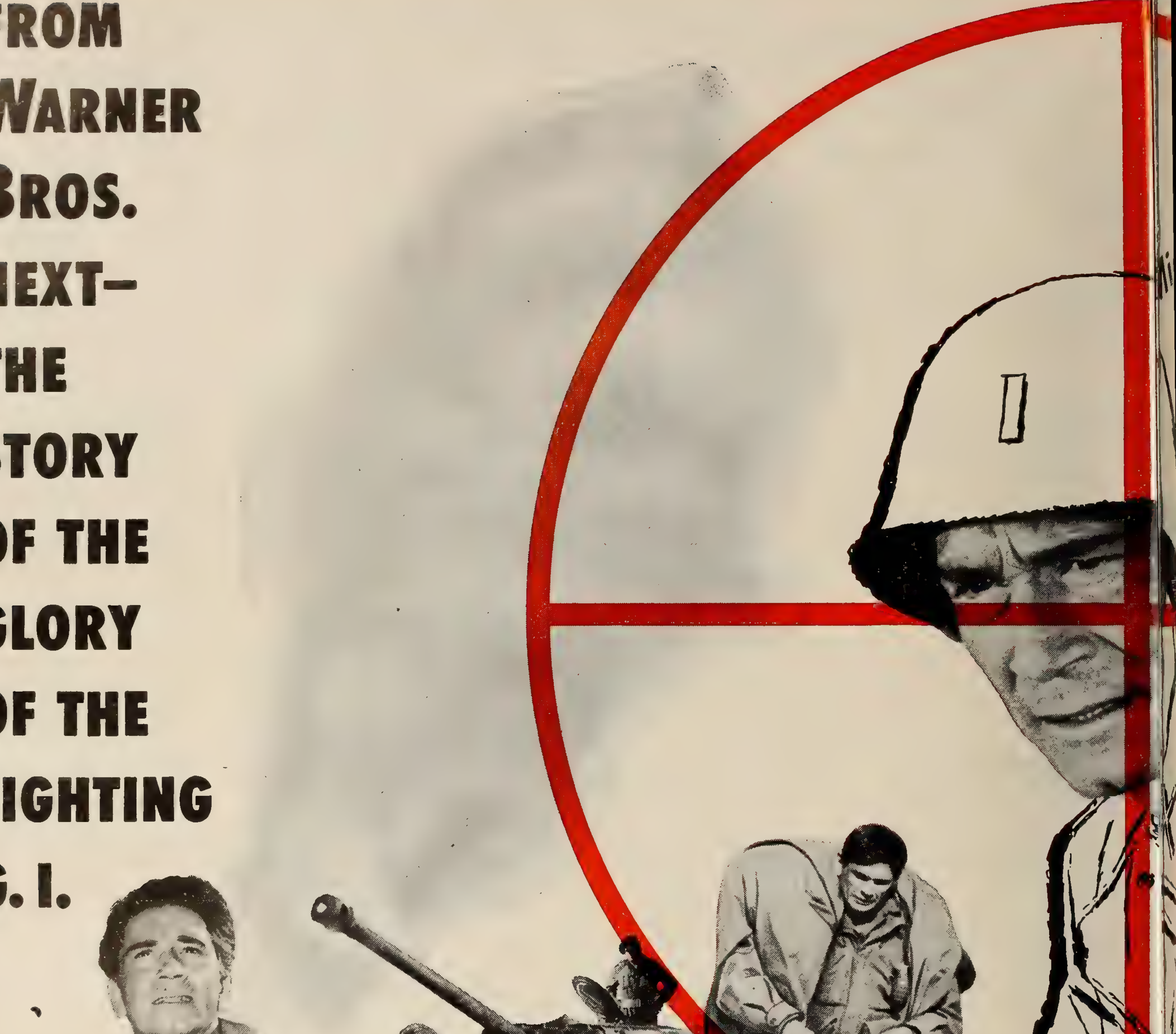
BROS.
NEXT–
THE
STORY
OF THE
GLORY
OF THE
FIGHTING
G. I.



starring **RICHARD CONTE · PEGGIE CASTLE** with **CHARLES BRONSON ·**

Produced by **DAVID WEISBA**

TRADE SHOWS
NOV. 30

ALBANY
20th Century-Fox Screening Room
1052 Bway. • 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway. • 2:00 P.M.

BUFFALO
Paramount Screen Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Sc. Rm.
517 No. Illinois St.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS
20th Centur
1720 Wyan

LOS AN
Warner Scr
2025 S. Ver

MEMPHIS
20th Centur
151 Vance A

liss it and you're a zero...
Hit it and you're a hero!"

The hell-hill they held was
called 'Sullivan's Muscle'...
The 'pick-up army'
was Flagler's 'Irregulars'...
The behind-the-lines breakout
was 'Operation Hero'...
and the circle
of fire that held the
lone nurse was

"TARGET ZERO"

ARD STAPLEY · L.Q. JONES · CHUCK CONNORS · Screen Play by SAM ROLFE
ted by HARMON JONES

Room
0 A.M.

00 P.M.

Room

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S Liberty St. • 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Star Sc. Rm.
925 N. W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Venetian Theatre
15th Ave. & E. Pine St. • [illegible] P.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 10:30 A.M.

WB

Audience Poll

(*Continued from page* 1)

pected to be light in many situations due to program changes, with a number of theatre managers anticipating that the bulk of the balloting will be done by the public over the weekend and all of next week when promotional forces working in behalf of the awards campaign will be going full blast.

Five Categories

The picture-going public will vote for the best performance by an actor, actress, the best picture, and the most promising female and male personalities of 1955. The first public announcement of the winners will be to the newspapers at a Hollywood press dinner early in December, it was revealed by Rhoden. Robert W. Coyne, COMPO special counsel, is currently in Hollywood conferring with Rhoden on the poll results publicity and dinner.

A number of New York circuit houses, among them being RKO, Loew's, Century, Skouras and Interboro theatres, began distributing ballots to their patrons yesterday because of the change in feature attractions. Many of the circuit and independently operated theatres will run one-minute trailers on their screens and set up booths and ballots boxes for the election.

600 Participants Here

In the metropolitan district here, some 600 theatres, including the 300-odd theatres which are members of the Metropolitan Motion Picture Theatres Association, will participate in the Audience Awards and are using a timetable for the use of poll accessories and other promotional material. They have arranged a special tie-up also with the "Journal-American" here to create as much publicity as possible for the awards.

Some theatres will hand out the COMPO Audience Awards ballots at the door, but a number of Broadway theatre managers feel that this is hazardous because the ballots may be strewn all over the theatre and street.

The Roxy Theatre here is one Broadway showcase which believes that the ballots should be handed out in the theatre's inner lobby, and in turn, has erected a huge display which will be constantly manned by an attendant throughout the Nov. 17-27 balloting period. The Roxy, flagship house of National Theatres, has initially ordered 25,000 ballots from National Screen Service which is handling the distribution of all Audience Awards accessories and ballots.

Stars to Attend

The Roxy will kick off the Audience Awards here today at 10 a.m. with a gala event which will include a host of celebrities headed by William Holden, Eva Gabor and Charlton Heston.

Many of the other Broadway houses here, which are also featuring lobby posters, display booths, trailers and all other accessories for the awards, declined to reveal the number of ballots which have been ordered by each house. However, many of the managers disclosed that the orders for ballots were based on theatre attendance during the 1954 Nov. 17 to 27 period.

The timetable which Metropolitan theatres are using is as follows: from Nov. 2-27, the display of a 40x60 color poster; use of banner accessories, ushers' lapel badges, valances and streamers and trailers; from Nov. 17 to 27, use of ad mats and drop-in slugs as part of newspaper display ads; display 40x60 poster of nominees on ballot.

Field Reports Favorable

Reports from the field indicate that the distribution of ballots and promotional material has been completed, ballot boxes have been prepared and theatre staffs instructed in the operation of the election so that there should be little or no hitch in getting the project under way, Rhoden stated.

Local theatre groups, operating alone or in cooperation with local merchants and newspapers, are offering prizes, valued at several hundred thousand dollars, in contests being conducted in conjunction with the Audience Awards election. These prizes include a completely furnished house, several automobiles, all-expense-paid tour around the world for two, and huge quantities of appliance, clothing, food and other merchandise.

Hold Capital Gains Applies to TV Sales

(*Continued from page* 1)

future determination as the other cases arise.

For example, the service emphasized the films had to be fully depreciated to get the more lenient treatment. It also specified that the company selling the films had to be in the business primarily of renting films, with any sale an "isolated and unusual" case. This left open the question of what the tax treatment might be of profits made by a firm that repeatedly sells its films to television. Finally, the service indicated that no participating interests in the films sold could be held by individuals who were partners in a particular production. Today's ruling presumably might not apply to other cases where this was not the fact.

Corporation Unnamed

The long-awaited ruling, numbered 55-706, was made in connection with the sale by "X Pictures Corp." of some 200 old films, produced and released originally during 1931 to 1946. The service would not name the "X" corporation.

The service said X Pictures Corp. was a widely-held firm engaged in the business of producing and distributing its own films and also distributing films owned by others. The corporation sold 200 of its old films to another corporation, presumably a television firm. It had never sold its films to theatres, but had rather rented them either for a fixed fee or on a percentage basis. It had never relinquished ownership of the films during this rental process. It had previously also leased its films to TV for a limited period, but again had retained ownership.

Neither the purchasing corporation nor any of its officers or stockholders had any financial interest or connection with X Corp., the service also declared.

1931-1946 Type

The service said the films were all of the 1931 to 1946 vintage, and were fully depreciated on the firm's books and were carried at a zero basis for tax purposes. The films had a residual value as re-issues or re-released in theatres in foreign countries or for long-range television purposes, the service continued, but at the time were producing negligible rental income for X Corporation.

"The motive for the sale," the service stated, "was to convert dormant assets into working capital, increase the net worth of the corporation, improve its balance sheet, and provide an additional base for bank borrowing."

Continuing its description of the transaction, the ruling said a substantial payment was made to X at the time of sale, with the balance payable in four installments, secured by a mortgage, pledge and assignment on the films. It declared the purchasing corporation may possibly engage X Corp. to distribute some of the purchased films.

Producers Not Stockholders

No participating interests in the films sold were held by any individuals as joint ventures in a particular production, the ruling noted. It said the films sold were all produced by individuals who had been alrea paid in full for their efforts and se ices. None of these individuals, it c clared, held stock or stock options X Corp. at the time of the sale of t films. None of the individuals, it al observed, had contributed their forts and services to producing th films with a view toward subs quently realizing additional return selling the films on a capital ga basis.

The ruling cited Section 1221 the 1954 Tax Law, which exclud from the definition of a capital ass any items that are stock in trade the taxpayer or items which would properly included in inventory if hand at the close of the taxable ye or property held primarily for sale customers in the ordinary course trade or business. The service sai none of these tests applied to th films in question.

No 'Individuality' Seen

The ruling noted also that no ar tistic property can be considered capital asset if it is held by a tax payer whose personal efforts create the property. However, it said, th production of each of the films in volved in the sale by the X Corp "involved a multiplicity of skills an abilities, the combined efforts o numerous individuals of various back grounds and trades and the use o substantial amounts of capital. Thus no single individual may be said t have created by his personal effort the films in question or property in the films."

"Based on the foregoing circumstances," the ruling concluded, "it is held that since the sale of the 200 films was an isolated and unusual sale, the films were not property held primarily for sale to customers in the ordinary course of trade or business. It is further held that the gain realized from the sale of the films is taxable as long-term capital gain under the provisions of section 1231 of the 1954 code, provided the conditions of that section are otherwise met."

Indiana Meeting

(*Continued from page* 1)

J. R. Pell, vice-president; Richard Lochry, treasurer, and William A. Carroll, executive secretary.

Directors chosen include H. Lisle Krieghbaum, Alex Manta, W. R. Norton, Al Borkenstein, Peter Mallers, George Heliots, William T. Studebaker, S. J. Gregory, D. Irving Long, Marc J. Wolf, Art Clark, Beatrice Hancock, J. P. Finneran, T. L. Mendelssohn, Pell, Oscar Fine, Bruce Kixmiller, James Kornblum, Sam J. Switow, T. C. Baker, J. C. Weddle, Lochry, Dale McFarland and Rex Carr.

Nine directors at large will be elected at the next board meeting.

Myers Reiterates Views

Myers repeated his contention that the pre-release situation is unlawful under the consent decree and the Sherman Act.

Shor talked about necessity for cohesion among exhibitors, advising that they could possibly be the most powerful segment of the industry if they coordinated their efforts.

Rembusch reported to the convention on the toll-TV fight.

The morning session was devoted to closed film clinics led by Pell and Mendelssohn. The convention ended with the annual banquet tonight.

Solons from 17 States

(*Continued from page* 1)

is expected in any legislature which would be damaging to the industry.

Fourteen states will start their legislative sessions in January. They are: Kentucky, Mississippi, Rhode Island, Colorado, Arizona, Georgia, Kansas, Michigan, Massachusetts, New York, New Jersey, South Carolina, Virginia and West Virginia. Maryland will convene in February, California in March, Louisiana in May.

'Alert' Screening

COLORADO SPRINGS, Colo., Nov. 16.—Warner Brothers' special short subject "24 Hour Alert" will be given a preview tomorrow and Friday at the base theatre of Ent Airforce Base at the invitation of Gen. Earl P. Patridge, Commander-in-Chief of the Continental Air Defense Command.

Schneider

(*Continued from page* 1)

were: executive vice-president, Will-am Reddick; executive secretary, Sidney Mayers; treasurer, Charles Carpenter; general secretary, Beulah Jarvis; distribution vice-president, Archie Mayers; production vice-president, Bert Hecht; agencies vice-president, Howard Olds; stations vice-president, Dave O'Shea; membership vice-president, Ken Gowan, and labo-atories vice-president, Lou Feldman.

Nominations for the NTFC board of directors were: Dr. Alfred N. Goldsmith, Harold Dumont, Sam Spring, Waldo Mayo, Robert Gips, Kern Moyse, Sally Perle, Stan M. Cole, David Savage, Marshall Rothen and Herb Golden.

In addition to Feldman, the nominating committee is composed of Joe Dougherty, Bob Gips, Sidney Mayers, Bert Hecht, Herb Gelbspan and Ken Cofob.

NTFC members will elect the new officers in a mail ballot with official announcement to be made at the Dec. 15 meeting of the group.

Adult Ticket Prices

(*Continued from page* 1)

prices each quarter in 18 large cities and weighs the results to reflect trends in the 34 largest cities in the country.

The adult admission price index of 211.4 is the highest to date. This means that in the third quarter of this year adults were paying 111.4 per cent more for admission than they paid in the base period of 1935-39. The children's index, which was 173.9, is 73.9 per cent higher than the base period price and is the second highest figure to date for children. The combined price of 205.6 is 105.6 per cent higher than the base period figure and is also the second highest to date.

Chretien

(*Continued from page* 1)

visit from France, will leave for Washington shortly to join his sister. The French inventor, while in the U. S., also is scheduled to confer with 20th-Fox research director Earl I. Sponable on CinemaScope developments. Sponable, now in Europe, is due back in about a week. Chretien is expected to remain in the U. S. about six months.

Roxy Revives Ice Show for Christmas

For the Christmas and New Year holidays, the Roxy Theatre here will offer a stage and ice show presentation, Robert C. Rothafel, managing director, announced here.

Rothafel, at the same time, disclosed that he and his staff were working to set a new stage policy for the future. The Roxy gave up its stage show policy about two years ago, with the advent of CinemaScope. The Christmas screen attraction at the theatre will be "The Rains of Ranchipur."

REVIEWS:

Umberto D.

De Sica—Harrison

THE VERSATILE Vittorio De Sica, whose work as actor, director, or both, has featured many of the finest Italian films imported to this country in recent years—notably "Shoe Shine" and "Bicycle Thief"—directed "Umberto D." with a brilliance that seems to justify his own statement that the film is "my finest effort." The picture was released abroad in 1952, but has now been made available locally by Harrison & Davidson.

As with the two previous pictures, "Umberto D." is a "slice of life" film photographed primarily on the streets of an Italian city (in this instance, Rome) with non-professional actors in the leads. Also like the others it tells a simple story of a crisis in the life of one of the "little people" of the world. Umberto Domenico Ferrari (the protagonist's complete name) is an old man of 70, a former government employee who has been retired on a pension which is inadequate for his needs. His problem is a commonplace but desperate one—to obtain enough money to pay his overdue rent bill since he has been threatened with eviction by his landlady. In the end he fails and is forced out into the street, completely alone and friendless except for his small mongrel dog.

Out of this very ordinary situation De Sica has made an extraordinary picture, which is notable, first of all, for its penetrating characterization of a courageous old man with human failings and virtues that everyone will recognize as true. In this the director has been immensely aided by Carlo Battisti, whose performance in the leading role puts many a professional actor to shame.

Running time, 89 minutes. General classification. Release date Nov. 7.

No Man's Woman

Republic

A QUALITY production by the team of associate producer Rudy Ralston and director Franklin Adreon, this picture places Marie Wilson in the role of a big city "femme fatale" which she fulfills with marked restraint until she is done in by a person unknown to the audience until the final sequences.

The John Butler screenplay, based on a story by Don Martin, casts Miss Windsor as the estranged wife of Los Angeles businessman John Archer. At the picture's opening, Miss Windsor is asked by Archer to give him a divorce so that he can wed Nancy Gates. Miss Windsor, operating an art studio in Beverly Hills, assisted by Jil Jarmyn, refuses.

Back at her studio, Miss Windsor casts an appraising eye over Richard Crane, Miss Jarmyn's boy friend. On an impulse, Miss Windsor goes fishing with Crane on his boat, giving Miss Jarmyn the impression that Crane has only eyes for the studio chief. Meanwhile, newspaper art columnist, Patric Knowles, is fired by his bosses when they learn he's been functioning as Miss Windsor's silent partner in acquisition of art treasures along the West Coast.

Archer, disgusted over the turn of events in his personal life, goes to a bar and proceeds to drink himself into oblivion, all the time muttering loud threats concerning Miss Windsor. Some hours later, she is found murdered at the studio, and police pick up Archer, Miss Jarmyn and Miss Gates as prime suspects. In a futile effort to cover up for Archer, Archer's father confesses.

This turn of events enables Archer to do some undercover work with Miss Jarmyn and her finally-returned boy friend. In a tense final sequence, Knowles returns to the art studio with a heretofore unknown extra key and surprises Miss Gates, packing Miss Windsor's final effects. Archer arrives on scene in nick of time to discover the truth—that Knowles killed Miss Windsor because of her refusal to love him and continue their illegal art association. Archer and Miss Gates clinch; ditto for Miss Jarmyn and Crane.

"No Man's Woman," formerly titled "Treachery" in publicity material, gives the newcomers—particularly the physically-endowed Miss Jarmyn, and the clean-cut Crane—ample opportunities to do their stuff with some logical-sounding lines and importantly-assigned action. Republic deserves a pat on the back for this young talent development.

Running time, 70 minutes. Adult classification. October release.

TENT TALK

Variety Club News

CHARLOTTE—The Charlotte Variety Club honored doctors and nurses of its eye clinic at a banquent at Hotel Charlotte last week. New officers and directors were installed at the banquet.

Taking office as the chief barker was J. Francis White, J. E. Holston and Charlie Trexler are assistant chief barkers. Johnny Vickers is dough guy and Bob Simril property manager. Dr. Robert Smith, eye doctor who has worked with the club for many years in providing underprivileged children with eye treatment and examination, was honored.

△

CLEVELAND—Newly elected officers of the Cleveland tent will be installed at a dinner dance on Dec. 3. The new officers are Marshall Fine, chief barker; Dan Rosenthal, first assistant; Milton Grant, second assistant; Leonard Greenberger, secretary, and Jim Levitt, treasurer.

△

SEATTLE – Bud Saffle has been elected chief barker of Variety Club of the Northwest. Other officers are Ed Cruea, first assistant; Art Greenfield, second assistant and dough guy, and C. B. Gustafson, property master. The tent has selected the Children's Heart Clinic as its charity.

△

LOS ANGELES—Tent No. 25 of Variety Clubs International has announced the election of its 1956 officers.

They are Ezra Stern, chief barker; O. N. Bill Srere, first assistant chief barker; Lloyd Connbey, second assistant chief barker; Jack Y. Berman, dough guy, and Sam Galanty, property master.

Benj. Apple Dies; Ex-Albany Exhibitor

TROY, N. Y., Nov. 16. – Funeral services were held here for Benjamin Apple, former operator of the Majestic and American Theatres, who died at the home of his son.

Apple continued ownership of the American Theatre building after he sold the operating interest to the Warner circuit. The house, located in the downtown business district, was closed by Stanley Warner two years ago. The Majestic Theatre has been razed.

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"Currently in more demand than any other performer! A rating that stands second to none in pull or payoff!"

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THRU UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 96 NEW YORK, U.S.A., FRIDAY, NOVEMBER 18, 1955 TEN CENTS

Lauds 55mm.

Marcus in Bid For Meet with Firms' Heads

Tells Skouras 'Drastic' Action Was Avoidable

Special to THE DAILY

MILWAUKEE, Nov. 17.—Another proposal that the presidents of distribution companies call a meeting to consider exhibitor complaints against sales policies and trade conditions is made by Ben Marcus, former president of Allied States, in a letter to Spyros P. Skouras, 20th Century-Fox president.

Marcus released copies of the letter to the trade press today. It began with enthusiastic praise for 20th Century-Fox's new 55mm. CinemaScope, which was shown to delegates to the Allied national convention in Chicago last week, and continued by praising Skouras for his "courage" in appearing before the convention.

Marcus's letter then proceeded to say that "many of the plans adopted

(*Continued on page 2*)

N.E.'s Lider Hopes TOA Will Find Gov't Control Not So Bad

Special to THE DAILY

BOSTON, Nov. 17.—Theatre Owners of America may find out that government regulation may not be the "bugaboo" that TOA's Mitchell Wolfson claimed it to be a month ago, according to Edward W. Lider, president of Independent Exhibitors of New England.

Commenting on the report that

(*Continued on page 6*)

Global Formula Unit To Convene Shortly

Another meeting of the 10-man foreign representatives committee, set up to propose a world formula for the division of permits, is slated shortly, it was learned here yesterday.

Various formulae proposed at the first meeting of the committee about two weeks ago, are now being studied

(*Continued on page 2*)

More Fresh Viewpoints Needed

Dr. Goldsmith Calls for Stimulation in Motion Pictures for Television

Television Today..

Dr. A. Goldsmith

In disclosing that over 50 per cent of all programming on independent and network television outlets in the U. S. is devoted to filmed material, Dr. Alfred N. Goldsmith, engineering consultant, yesterday called for "a stimulation in films for television by which the industry could expand by employing more fresh viewpoints in order to hold its own."

Speaking at a Hotel Delmonico luncheon here yesterday, in the midst of the first Fall forum of the National Television Film Council, Dr. Goldsmith urged that "the production of all film TV material should expand

(*Continued on page 6*)

To Open 'Rebel' in Memphis After O.K.

Special to THE DAILY

MEMPHIS, Nov. 17.—"Rebel Without a Cause," initially banned by the Memphis Board of Censors, will open at the Warner Theatre here beginning Wednesday, Eli (Slim) Arkin, manager, said today.

It was learned that Warner is not defying the board, and the picture is being shown legally. The board reversed its stand on the picture.

Lloyd T. Binford, chairman of the board, said he had been ill, and had not attended recent previews.

Winikus Named Aide To UA's Youngstein; Up Lewis, Tamarin

The appointment of Francis M. Winikus as his executive assistant was announced here yesterday by Max E. Youngstein, vice-president of United Artists.

Taking Winikus' place as national director of advertising, publicity and exploitation is Roger H. Lewis, formerly UA advertising manager.

Francis Winikus

Roger Lewis

Alfred H. Tamarin will assume the post of coordinator of production and pre-production activities of the company around the world, and will also continue in his present position as assistant national director of adver-

(*Continued on page 2*)

Distribution to Act on Arbitration Draft Next Week; See MMPTA Approval, Also

Action by distribution on the proposed arbitration draft is expected to take place next week, with the slated meeting of the legal committee of the Motion Picture Association of America. Approval by the legal representatives of the film companies is virtually certain.

Following approval by distribution, the next step will be the submission of the draft to the Department of Justice for its okay.

Meanwhile, another exhibitor organization, the Metropolitan Motion Picture Theatres Association, of New York, is slated to hold a board meeting on Tuesday when it is expected to approve the draft. The proposed industry arbitration system already has been okayed by Theatre Owners of America, but rejected by Allied States and Southern California Theatre Owners Association.

Opening Day

Report Heavy Public Voting For 'Awards'

Compo Says Nationwide Interest Shown in Poll

The Audience Awards poll, which opened yesterday in 8,000 theatres throughout the nation, was compared to "having the earmarks of a Presidential campaign" as theatre managers reported heavy voting by their patrons.

In several cities, groups of voters crowded around box-offices before theatres opened in order to gain the distinction of casting the first ballot. Others reported lobbies blocked at opening performances as voters stood in line to study their ballots before marking their selections.

Theatre managers everywhere reported widespread public interest and predicted a "wide-open" contest among the nominees for the titles in the five voting categories.

Along Broadway, where most theatres have morning performances, the

(*Continued on page 6*)

Allied Artists Has 14 Films in Backlog; Said to Be Largest

From THE DAILY Bureau

HOLLYWOOD, Nov. 17.—Allied Artists has a backlog of 14 films, said to be largest in its history, and four other films currently in production, executive producer Walter Mirisch announced today.

Among those now before the cameras is William Wyler's "The

(*Continued on page 6*)

Klein Elected Chief Barker of N.Y. Tent

Harold Klein of J. J. Theatres yesterday was elected chief barker of New York Variety Club Tent No. 35 at a luncheon meeting in the Hotel Sheraton Astor. He succeeds William German. Martin Levine was elected first assistant chief barker and Larry

(*Continued on page 2*)

PERSONAL MENTION

AMERICO ABOAF, vice-president and foreign general manager of Universal International Films, will leave New York over the weekend for Europe.

•

George F. Van Weyenbergh, manager in Belgium and The Netherlands for Westrex Company, France-Belgium, has returned to Brussels from New York.

•

William A. Harper, associated with Fred Feldkamp Productions, is the father of a girl born here this week to Mrs. Harper in Doctors Hospital.

•

Mori Krushen, United Artists exploitation manager, will return to New York over the weekend from St. Louis and the Southwest.

•

Rudy Berger, M-G-M Southern sales manager, will return to Washington at the weekend from Memphis.

•

Frank C. Hayes, manager of the Westrex Company, Mexico, has returned to Mexico City from New York.

•

Howard Reif, of the Modern Theatres circuit, Cleveland, has left there for Miami Beach.

•

Dave Cantor, RKO Radio exploitation manager, is in Texas from New York.

•

Lothar Wolff, director, has left here for London via B.O.A.C.

•

Ike Katz, president of Kay Films, Atlanta, has returned there from New York.

•

Samuel Slotnik, Syracuse exhibitor, was in Albany from there.

Pre-Selling Planned For 'Heaven Allows'

Universal-International's pre-selling campaign for "All That Heaven Allows" will follow the pattern of that used for "Magnificent Obsession," it was disclosed yesterday by David A. Lipton, vice-president. The latter picture, Lipton pointed out, had the same stars, Jane Wyman and Rock Hudson, and the same producers, Ross Hunter and Douglas Sirk.

Advertisements for "All That Heaven Allows" will appear in 14 national magazines in the United States and Canada during December in order the gain the greatest impact for the holiday release of the film, Lipton said.

Marcus Bids

(*Continued from page 1*)

at the National convention by the exhibitors would have been unnecessary had the presidents of the companies been willing to listen to our problems and rectify the complaints or requests that were made by us."

Presumably reference was to individual meetings of a joint Allied-Theatre Owners of America committee with distribution company executives last spring. One such meeting was held with Skouras.

Action Asked at Convention

Allied's convention last week voted to proceed with efforts to obtain Federal legislation regulating film rentals and trade practices; it rejected a proposed industry arbitration plan and withdrew from the Council of Motion Picture Organizations.

Proposing a meeting of the company presidents, Marcus writes that had relief been granted the exhibitors in consequence of the spring meetings, "we would not have to resort to taking drastic steps."

Klein Elected

(*Continued from page 1*)

Morris was named second assistant. William Westphal was elected property master and Jack Hoffberg, dough guy.

Canvasmen elected were George Brandt, Dave Levy, Charles Okun, Harold Rinzler, Jack Rosenfeld, Morris Sanders, Cy Seymour, Spyros Skouras, Jr., Mort Sunshine, Sol Trauner, George Waldman, Al Finley, Martin Kornbluth, Charles Alicoate, Mo Fraum, Si Seidler, Wilbur Snaper, Burton Robbins, Robert Shapiro, Sid Eiges and Carl Haverlin.

Global Formula

(*Continued from page 1*)

by the various companies and are being statistically applied to particular situations. Aiding in the study, it also was learned, is the Motion Picture Association of America.

The next stage, according to a foreign spokesman, will be an attempt among the 10-man committee to agree on one formula which will be presented at a meeting of company presidents.

Price Named M-G-M European Editor

Francis K. Price, now assistant to the editor-in-chief of Doubleday, has been appointed European editor for M-G-M, a newly created position to start with the film company's opening of an editorial office in Paris on Jan. 1.

The announcement was made following the return to New York of Kenneth MacKenna, M-G-M story department executive, from an European survey.

Companies Opposed To Joint Meetings

While Spyros Skouras, 20th-Fox president, could not be reached yesterday for comment on Ben Marcus's letter proposing a meeting of company presidents to consider exhibitor complaints, it was generally assumed that there has been no change in the attitude of any of the companies toward such a meeting since last spring, when proposals similar to Marcus's were made.

The position of all companies then was that while they would meet with exhibitors individually, they would not risk possible anti-trust charges by meeting collectively for such a purpose as that now proposed by Marcus.

RCA Offers 'Holders Right to Debentures

Radio Corp. of America is offering to its common stockholders the right to subscribe for $100,000,000 of 3½% convertible subordinated debentures, due Dec. 1, 1980, at the rate of $100 principal amount of debentures for each 14 shares of common stock held of record on Nov. 17, 1955, David Sarnoff, chairman of the board of RCA, announced yesterday.

The debentures are priced at 102½%. The right to subscribe will expire at 3:30 p. m., E.S.T. on Dec. 5.

The debentures are convertible into common stock at any time on or before maturity at $50 per share.

The offering is being underwritten by a nation-wide group of investment banking firms headed jointly by Lehman Brothers and Lazard Freres & Co.

Legion Reviews 12; Places 5 in Class B

Five films are placed in Class B and seven in A in the latest listing of the National Legion of Decency. In Class B are "Frisky," "Guys and Dolls," "The Tender Trap," "The View from Pompey's Head" and "Wages of Fear."

In Class A, Section 2, are "Hell's Horizon," "Return of Jack Slade" and "Wicked Wife." The remaining four, all in Class A, Section 1, are "Heidi and Peter," "Sincerely Yours," "Tarantula" and "Texas Lady."

Winters Joins Fox

Edward E. Sullivan, 20th Century-Fox publicity director, this week announced the appointment of Richard J. Winters as fan magazine publicity contact. Winters, who will assume his duties immediately, was associated with RKO Radio Pictures for 18 months as magazine contact and publicity writer before joining Fox.

Promotions

(*Continued from page 1*)

tising, publicity and exploitation for the company.

"This reorganization and expansion of the advertising, publicity and exploitation departments," Youngstein stated, "is made necessary by the tremendous increase in United Artists' promotion activities around the world and by the fact that our 1956 program is, in our opinion, the most important program of product that the company has ever presented. This product will be backed by the largest appropriations in United Artists history."

Alfred Tamarin

The appointment of a new advertising manager will be made shortly.

Filmakers' Motion Denied in Hub Suit

BOSTON, Nov. 17.—Federal District Court Judge McCarthy has filed a memorandum denying Filmakers Releasing Organization's motion to quash service of process and to dismiss the action brought against it by Federal Film Co. and Albert Swerdlove in the District of Massachusetts.

The plaintiffs in this action seek to compel Filmakers to turn over for exclusive distribution in New England, under their franchise agreement, Filmakers' new release, "The Bold and the Brave" and three future releases. The case probably will be reached for trial on its merits next spring.

SAG to Meet Sunday

HOLLYWOOD, Nov. 17. – The Screen Actors Guild will hold its annual membership meeting on Sunday, with guild officers submitting reports on the year's activities.

3 From UA in Dec.

"The Indian Fighter," "Heidi and Peter" and "Top Gun" will be released by United Artists in December.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE TENDER TRAP"
in CinemaScope and Color starring
Frank SINATRA • Debbie REYNOLDS
David WAYNE • Celeste HOLM
AN M-G-M PICTURE
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sxth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-president; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

TENT TALK

Variety Club News

ALBANY, N. Y.—At an induction dinner of Tent 9 in the Empire Room of the Sheraton-Ten Eyck Hotel, 75 men, including State Comptroller Arthur Levitt, State Tax Commission President George M. Bragalini and Deputy Secretary of State Samuel London, took the Variety oath. The State group are honoraries, the others regular or associate members. It is the largest number yet admitted to membership at one time in the local club's history.

Chief Barker Harold Gabrilove asked the diners to stand for a moment in silence to the memory of the late Col. William McCraw, former executive director of Variety International.

△

BALTIMORE – Baltimore Variety Club, Tent No. 19, held its annual election of officers this week and the following were voted into office: Earl Lewis, chief barker; Isidor K. Makover and Joseph Walderman, first and second chief barkers, respectively; Nathan Klein, property master, and Oscar Kantor, dough guy. The newly elected crew consists of Cy Bloom, Milton Stark, Bernard Seaman, Michael Rendelman, William Howard and Pete Prince.

△

SAN FRANCISCO – Tent No. 32 of Variety Clubs International's 1956 Canvasmen are: Nate Blumenfeld, Frank Harris, Leslie Jacobs, Stan Lefcourt, Charles Maestri, Jack Marpole, Marshall Naify, Henry Nasser, Howard Schultz and Ed Sonney.

'Night of Stars' Set For Monday Night

More than 1,400 stars, technicians, dancers and singers will participate in the 22nd annual "Night of Stars," United Jewish Appeal benefit show, which takes place on Monday evening at Madison Square Garden, it was announced by general chairman Sylvan Gotshal. Proceeds from the show will aid the United Jewish Appeal in the furtherance of its program of refugee relief and Israel resettlement. Max Wolfe and Al Roth will produce and direct the big show.

Studio Exploitation Head of WB Is Dead

HOLLYWOOD, Nov. 17.—John G. McManus, 56, exploitation chief at Warner Brothers studio for the past five years, and a 30-year veteran of the film industry, died this morning at St. Joseph's Hospital, Burbank, following a heart attack suffered 10 days ago.

Funeral arrangements are pending. The widow and three daughters survive.

For 1956, Early '57

20th-Fox Has $80,000,000 Invested in Coming Films

A minimum studio investment of $80,000,000 is represented in releases scheduled by 20th Century-Fox for 1956 and early 1957, it was stated here yesterday.

The $80,000,000 figure is exclusive of monies spent for the rights to 28 novels and seven plays, the properties slated for the 1956 and early 1957 period, it was added.

Meanwhile, it was stated that production already has been completed on the first 1956 CinemaScope release, "The Lieutenent Wore Skirts," while "The Man in the Gray Flannel Suit" is in production.

Also nearing completion is "Carousel," the company's first production to utilize the new 55mm. CinemaScope shooting process. Filming on the second 55mm. CinemaScope production, "The King and I," will begin shortly.

Others in production include "The Threshold of Space" and "Bottom of the Bottle."

Renown Pictures to Offer Five in 1956

Five pictures in color, three of which will be filmed in CinemaScope, were announced yesterday by producer George Minter for his 1956 program for Renown Pictures.

Starting production in January will be "It's a Great Life", the first British CinemaScope musical. Second on Minter's schedule is the CinemaScope production of "Tread Softly, Stranger", the Richard Russell stage play.

Said to be most ambitious production on the Minter program is "A Tale of Two Cities", which will be filmed in CinemaScope in Paris and London. Next on the line-up is "Off the Record," in wide screen and color, a film version of the play by Ian Hay and Stephen King-Hall, which ran for two years at London's Piccadilly Theatre. Completing the schedule is "Mr. Winkle Wakes Up".

Norman Oakley, 61

Norman F. Oakley, 61, special adviser on motion picture sales in the Du Pont Co.'s New York district, died after an illness of several months. He was in the 40th year of his career with the Du Pont company. He was a member of the Socicty of Motion Picture and Television Engineers, American Society of Cinematographers, Lambs Club of New York, Motion Picture Pioneers, and an honorary member of Cameramen's Local 644, IATSE.

'Dolls' Sets Mark

WASHINGTON, Nov. 17.—"Guys and Dolls," the Samuel Goldwyn production being released by M-G-M, reportedly broke the house record for Keith's on opening day here yesterday tallying $5,800.

4-Feature Programs In Houston Drive-In

Special to THE DAILY

HOUSTON, Nov. 17.—The Shepherd Drive-in periodically is offering "one-night-only" programs consisting of four features. The latest was an all-western lineup consisting of "Along Came Jones," "Stagecoach," "Blood on the Moon" and "The Stranger Wore a Gun."

Leonidoff to Stage Skouras Testimonial

Leon Leonidoff, vice-president and senior producer at New York's Radio City Music Hall, will stage a program of entertainment at the March of Dimes testimonial dinner to Spyros P. Skouras, president of 20th Century-Fox, who is being honored for his service through the years to humanitarian causes.

The event, to be attended by 1,500 federal and state government officials, entertainment celebrities and leading citizens from many walks of life, will be held on Dec. 5, in the Waldorf Astoria Hotel in New York.

Toastmaster at the Skouras testimonial dinner will be Jack Benny, who will fly East from Hollywood especially for the occasion. Tickets to the dinner are priced at $100 per plate and $150,000 is expected to be raised for the 1956 March of Dimes campaign.

'U' Talent Workshop Now in New Building

HOLLYWOOD, Nov. 17.—Universal-International's Talent Workshop is now in its new building on the U-I lot in Universal City. Occupying a plot 40 by 120 feet, the structure has tiled floors throughout, dressing rooms and shower facilities for the students. The institution has a yearly average of 30 pupils, with a teaching staff of six under the direction of Jess Kimmel.

Schwalberg Firm to Distribute 'Okasan'

Artists-Producers Associates, Inc. has concluded an arrangement with Concordia Pictures to supervise the promotion and distribution of the Japanese feature "Okasan" it was announced by A. W. Schwalberg, president.

Details of the deal were worked out with Andre Richard, president of Concordia Pictures, and Bernard Schwartz.

$1,600,000 Is Now in AFTRA's Pension Fund for Players

Television Today.. Some 245 organizations which employ performers in "live" television have contributed in excess of $1,600,000 since November, 1954, in establishing the first national welfare and pension plan for the over 15,000 membership of the American Federation of Television and Radio Artists, it was announced here yesterday by the board of trustees for the AFTRA Fund.

The plan, completely employer-financed at the rate of five per cent of the gross pay of the performers, covers AFTRA members from coast-to-coast, and includes performers who earn $1,000 or more in "live" TV in the course of the year.

Payments Start Jan. 1

Payment of welfare benefits will commence on Jan. 1. Pension benefit payments will start on Jan. 1, 1958. Eligibility for both the pension and welfare benefits is based on employment in the "live" TV industry; performers in filmed TV are covered by another union.

The AFTRA welfare and pension provides for retirement benefits, life insurance, complete hospitalization for the performer and his family and a major medical expense reimbursement for the performer and his family. Each eligible performer will have $3,000 of life insurance, $3,000 accidental death and dismemberment insurance, Blue Cross hospitalization for individual and his family, full maternity benefits, and medical expense insurance up to $5,000 for the performer and each of his eligible dependents. The medical insurance will pay 75 per cent of all medical expenses, in excess of $200 a year, up to a maximum payment of $5,000.

Annuities Provided

Under the pension plan, AFTRA members are also eligible for annuity payments as early as age 55 and will permit optional benefits to continue lifetime payments to widows, widowers, or children of retired per formers.

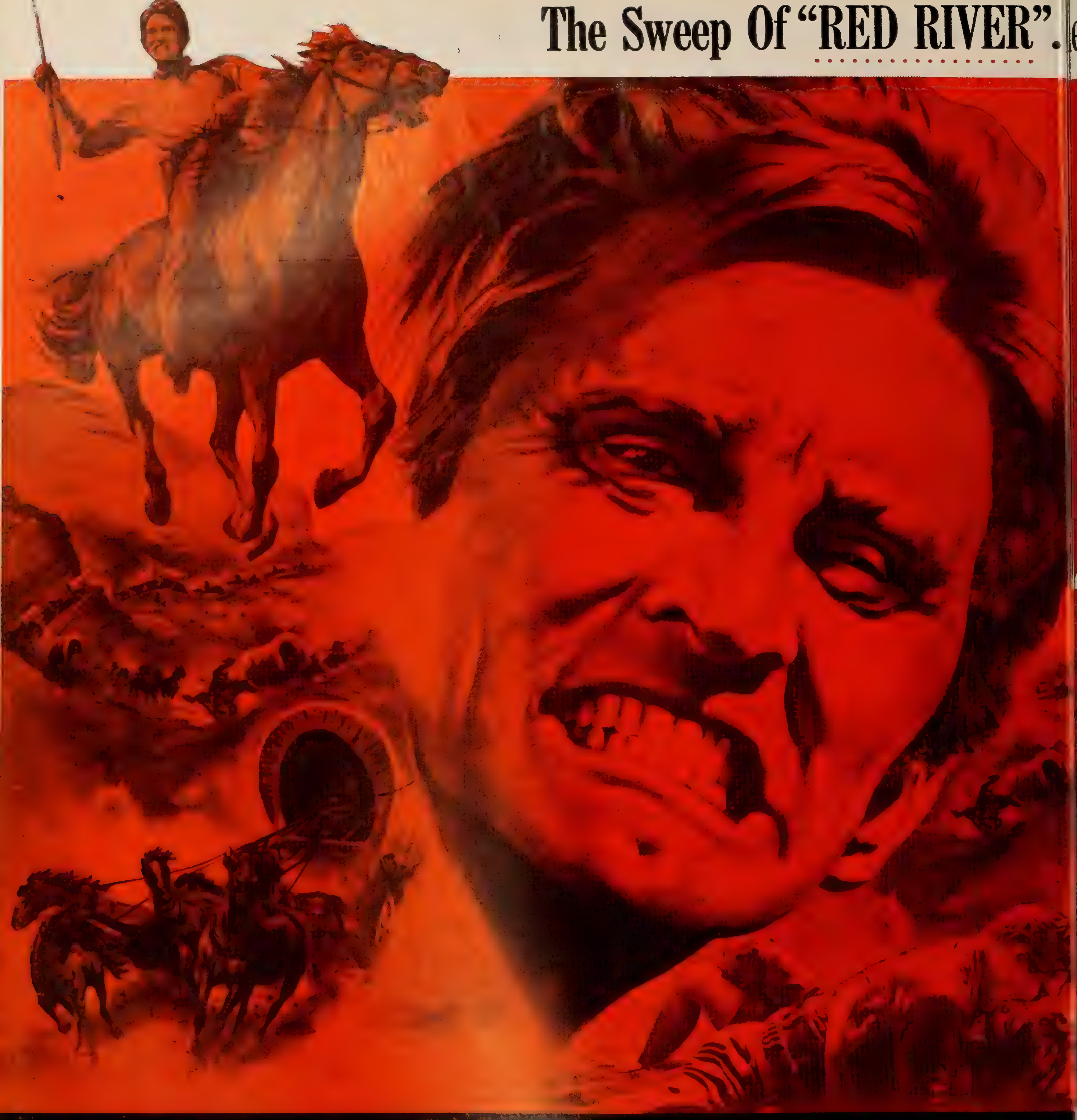
The entire program will be financed by contributions from the American Broadcasting Co., Columbia Broadcasting System, DuMont Broadcasting, National Broadcasting Co., television producers and others who employ performers in accordance with collective bargaining agreements entered into last November between the industry and AFTRA. The employer contributions are equal to five per cent of the gross pay of the performers, with three per cent of the contribution being set aside for the pension fund and the remainder going toward the welfare fund.

$1,600,000 Contributed in Year

The $1,600,000 contributed during the past 12 months is based on an estimated $32,000,000 gross pay to performers in "live" TV.

The pension and welfare fund is governed by the board of trustees.

The Sweep Of "RED RIVER".



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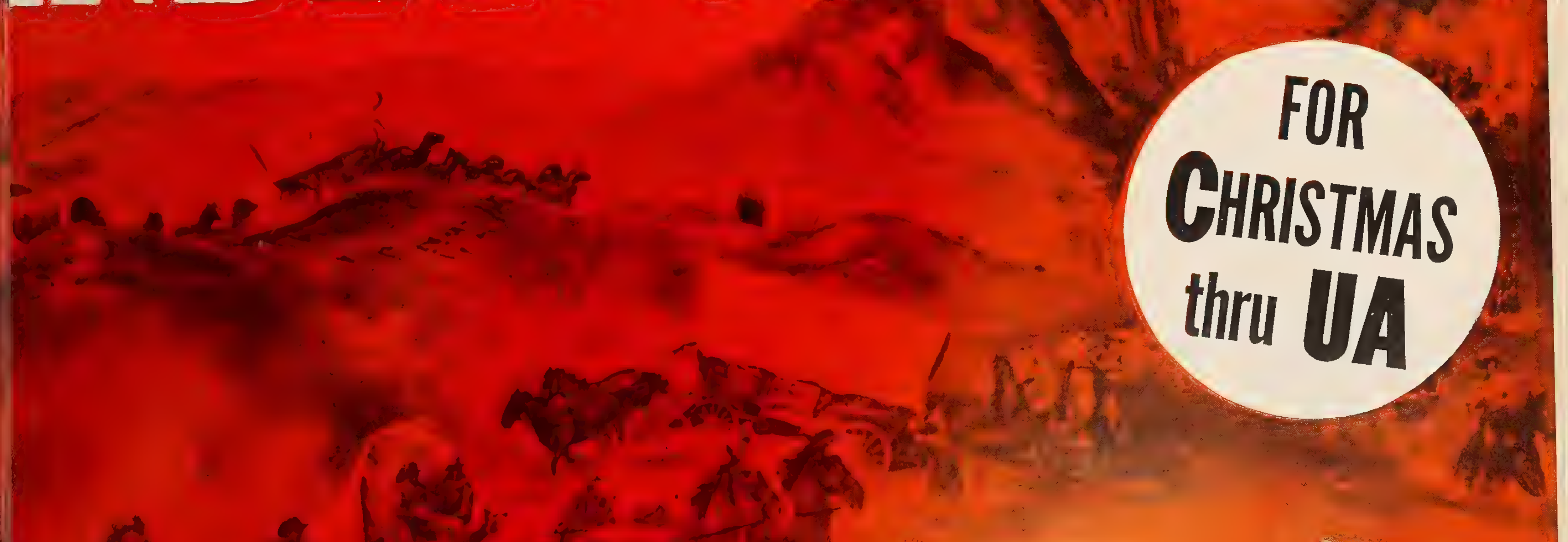

FOR
CHRISTMAS
thru **UA**

Esquire
LOO

Introducing

Elsa MARTINELLI

whose obvious appeal has already won her tremendous space in major national magazines – even before the release of her first film.

"SURE TO BE A HOLLYWOOD SENSATION!"—*says Esquire*

AA Backlog

(*Continued from page* 1)

Friendly Persuasion," described as the company's most ambition production.

The other three in production are producer Vincent M. Fennelly's Lindbrook production of "Crime In The Streets," producer Walter Wanger's "Mother-Sir!" and "Screaming Eagles," produced by Samuel Bischoff and David Diamond.

Three in CinemaScope

Of the 14 completed films awaiting release, three are in CinemaScope. They are "The First Texan," "Gunpoint," and "World Without End."

Two in the backlog are in Superscope. They are "Invasion of the Body Snatchers" and "The Come On."

In addition to the CinemaScope productions, three others are in color. They are "Paris Follies of 1956," "The Four Seasons" and "No Place to Hide."

Others in the backlog are "Shack Out On 101," "Thunderstorm," "The Atomic Man," "The Indestructible Man," "Dig That Uranium" and "Sudden Danger."

'Villa' Here Thurs.

Edmund Grainger's "The Treasure of Pancho Villa" will be the Thanksgiving attraction at the RKO Palace Theatre here starting on Thursday.

Awards Voting Heavy

(*Continued from page* 1)

crowds of early film goers were said to be larger than usual, apparently stimulated by an Audience Awards contest in the "Journal-American." Local theatre men reported that many patrons took their ballots home with them to study and mark at their convenience. In Boston, Chicago, Denver, Detroit and San Francisco, house managers reported to Council of Motion Picture Organizations that voting was orderly and patrons marked their ballots quickly.

Considerable stimulus is being given to the election by contests being run in many cities with prizes including automoblies, cash, houses, cruises, season passes, etc.

So great was the demand for ballots that several theatre managers in some cities had to improvise additional voting facilities and reset their voting arrangements. Many theatres have arranged to publish nightly the results of each day's balloting.

Heavy Weekend Publicity Set for Audience Awards

Newsreels, newspapers, television and radio will step up their cooperation with and participation in Compo's Audience Awards Poll this weekend, with all indications pointing to a healthy boost to public interest in the event as a result.

The weekend plugs were given an early start on the Lux video program last night. Tonight, Piper Laurie will plug the Poll during an appearance on Truth or Consequences. There will be plugs on the Queen for a Day and Amos 'n' Andy shows, and on Colgate Comedy Hour Sunday. Jack Palance, a nominee in the Poll, will plug it on the Ed Sullivan show Sunday.

Audie Murphy makes a pitch for the Poll in the current Universal Newsreel, while Hollywood starlets do the honors in the Warner-Pathe News.

Both A.P. and I.N.S. will service features on the Poll to their member newspapers today and tomorrow.

Columbia Boosting Talent In Newspaper Advertisement

Columbia Pictures is running a three-column advertisement in 139 newspapers in 63 cities boosting Kim Novak and Jack Lemmon for the "new personality" crowns in the Audience Awards Poll which opened yesterday.

The Columbia campaign commenced yesterday with a heavy barrage of photos and releases being fired at newspapers in the film company's electioneering attempt to secure public support for the two young stars.

Hollywood Awards Voting Gets Off to a Brisk Start

HOLLYWOOD, Nov. 17. – Audience Awards voting started at a brisk pace today and was mounting steadily at mid-evening, with indications that the weekend balloting would go into a high pitch. Keen interest had been built up by 75-inch ads in all papers, paid for jointly by Los Angeles exhibitors, with the papers running a sample-ballot and with television plugs accompanying.

Prizes offered aggregate $21,000, including a four-bedroom home and two 1956 automobiles.

Lider Hopes

(*Continued from page* 1)

TOA was launching a study of rules and regulations which govern the industry in European countries as a possible procedure for the U. S., Lider said:

"During his trip to Europe, Myron Blank, TOA president, came to the realization that government regulation is working out successfully in many foreign countries. We hope that this educational viewpoint of the president of TOA will seep through to the ranks of the entire membership. Only this past summer, our own Allied director, Julius Gordon, reported from Europe that the industry is prospering in those countries where similar beneficial regulation is in existence."

RKO Title Change

"Postmark for Danger" has been selected as the final title for the Todon Productions, RKO release formerly called "Alison."

Dr. Goldsmith

(*Continued from page* 1)

to all corners of this country in order to get a cross-section of ideas for commercials, shows, etc."

Dr. Goldsmith said that the American public will find that films for television would have greater entertainment value if the TV film producers "would get out into the field and away from the big East, Midwest and Western production centers" to broaden their scope because a localization in production narrows the values in entertainment ideas," and after a while, "ideas begin to resemble one another."

Mel Gold, honorary president of NTFC, who introduced Dr. Goldsmith to the luncheon gathering, disclosed that the standard exhibition contract developed after nine months of study is used in 85 per cent of all transactions between TV film producers and TV outlets. He said that NTFC, by having all facets of the industry under one roof, hopes to effect a standardization in films for TV operations.

All Phases Covered

The forum, an all-day affair, was devoted to every phase in the production, distribution and presentation of TV films. The morning session was devoted to program film production and distribution while in the afternoon, the advertising agency function, commercial film production and special and technical services for filmed TV were discussed.

Dwight Martin, vice-president in charge of film distribution for General Teleradio, said in his talk, 451 commercial TV stations are in operation in the U. S. today. They are located in 290 markets, and serve some 32,000,000 TV homes. He said that the average station uses film about 29¼ hours weekly. This means, Martin said, that altogether in a year, the sum total of TV stations on the air will use 685,736½ hours of film.

Speaker List Impressive

Harry Bressler of McCann-Erickson, Inc., discussed commercials in his NTFC talk along with Don McCollum of Schwerin Research Corp. Other speakers throughout the day included Ralph Cohn, Screen Gems; Henry Salomon, NBC; Arche Mayers, Standard TV; John Mitchell, Screen Gems; Millford Fenster, WOR; Dave Savage, Guild Films; Albert D. Hecht; John Freese, Young & Rubicam; Alex Griffin, Frank Brandt of Ogilvy, Benson & Mathers; Marshall Rothen, Kenyon & Eckhardt; Walter Lowendahl, president of Film Producers Association; Howard Magwood, Orestes Calpini, Paul Kaufman, Sam Levy, Stan Parlan of NBC, and Jack Bacham, Dumont.

that extra "something"

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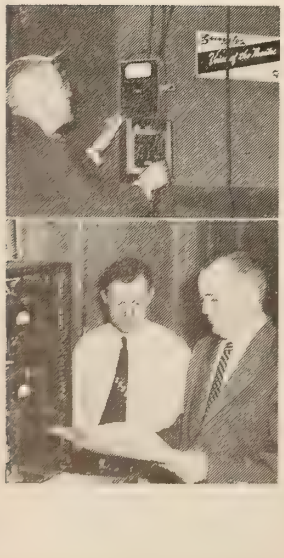

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MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 97 NEW YORK, U. S. A., MONDAY, NOVEMBER 21, 1955 TEN CENTS

Field Reports

'Awards' Poll Has 'Terrific' U.S. Response

Weather Hinders Voting But Not Public Interest

Response by the motion picture entertainment seekers of the United States to the Council of Motion Picture Organizations' Audience Awards elections, which is entering its midway mark, has been termed by theatre managers across the nation as "terrific" in most exchange areas, despite early Winter storms and cold weather which hit many parts of the country.

The Audience Awards elections, which began last Thursday and will conclude next Sunday midnight, is being supported by 8,000 theatres which will tally some 35,000,000 votes in selecting the winners of the five voting classifications—best actor,

(*Continued on page* 11)

Int'l Bow for 'Conqueror'

From THE DAILY Bureau

HOLLYWOOD, Nov. 20.—The television and radio facilities of General Teleradio's Mutual Broadcasting System will be utilized extensively to promote "The Conqueror," slated to be premiered in the major capitals of the world in

(*Continued on page* 2)

Consider Pulitzer Prize for Films, TV

Consideration of means of having motion pictures and television included in the annual Pulitzer Prizes is scheduled for a meeting of the advisory committee for the Communications Arts of Columbia University, to be held early in December.

The committee itself has no power to act in the matter but could make a recommendation to the University. It will be the first time that formal consideration of the subject has been given by an official group.

MPAA Issues Warning On Censorship Dangers

Tells Senate Subcommittee That All Media Threatened by Supreme Court Failure to Act on Prior Censoring

By J. A. OTTEN

WASHINGTON, Nov. 20.—The Motion Picture Association warned Congress that the Supreme Court's refusal to outlaw all motion picture censorship "raises a grave threat to the assumed freedom of other media, such as newspapers, magazines, press associations, radio and television."

In a statement submitted to a Senate Judiciary Subcommittee studying threats to Constitutional rights, the association let loose a long and angry blast at state and local film censorship and at the Supreme Court's reluctance to go all the way toward ruling out all prior censorship of films.

The statement was prepared under the supervision of Philip J. O'Brien, Jr., of New York, MPAA special counsel and a recognized constitutional authority in this field. The statement did not specifically request any action by Congress, though it implied that Congress should do something soon if the Supreme Court doesn't.

Noting that the First and Fourteenth Amendments to the Constitution says that Congress and the states shall make no law abridging freedom of speech or of the press, the MPAA statement warned that "this clear-cut

(*Continued on page* 11)

Start in January

Fox's 55mm. To Be Shown In 150 Cities

A program for the domestic and international unveiling of the new 55mm. CinemaScope process, bowing early next year with the production of Rodgers & Hammerstein's "Carousel," is being set by 20th Century-Fox, expanding the campaign of two years ago which introduced the anamorphic medium and "The Robe."

The process, praised by exhibitor

(*Continued on page* 6)

New Plan of MPRC To Cut Booth Errors

From THE DAILY Bureau

HOLLYWOOD, Nov. 20.—A new system to eliminate projection booth errors resulting from lack of information of the various film processes originating in the Hollywood studios has been developed by the Motion Pic-

(*Continued on page* 2)

20th Deal

Nearly 90% of African Circuit Stock Bought

By MURRAY HOROWITZ

More than 83 percent of the outstanding stock in Schlesinger's African Theatres has been deposited with 20th Century-Fox, which had made a deal for the purchase of the South African circuit subject to the acquisition by the company of 100 per cent of the outstanding stock, it was learned here.

With 20th-Fox's stock acquisitions

(*Continued on page* 6)

Television Today

IN THIS ISSUE **PAGE 7**

- ▶ **There's a bright and bustling future for the producers and distributors of films for television, it was pointed out at the National Television Film Council's annual Fall Forum in New York.**
- ▶ **The Academy of Television Arts and Sciences runs into a ruckus with questions asked about the why and the what and the how of the Emmy awards.**
- ▶ **Names Making News in Television Today.**

Ask Rehearing Of 'Moon' Ban

From THE DAILY Bureau

WASHINGTON, Nov. 20. – The State of Kansas has asked the Supreme Court to reconsider its ruling that the state censors could not ban "The Moon Is Blue."

The state argued it wasn't clear why the Supreme Court had ruled the way it had. It said the court should hear argument on the case and then issue an opinion clearly giving its reasons for whatever decision it makes.

On Oct. 24, the high court in a

(*Continued on page* 11)

PERSONAL MENTION

DANIEL T. O'SHEA, president of RKO Radio Pictures, will return to New York today from Hollywood.

•

HARRY S. WOODBRIDGE, president of Todd-AO Corp., and L. DOUGLAS NETTER, JR., vice-president for theatre equipment sales, have arrived in Hollywood from New York.

•

PAUL W. KAYSER, manager in Central America for Westrex Company, Caribbean, has returned to Panama City from New York.

•

DAVE SUTTON, vice-president of MCA syndicated films division, left here Friday via B.O.A.C. for Bermuda.

•

HAROLD HECHT, president of Hecht-Lancaster Productions, arrived in New York on Saturday from Hollywood.

•

JOSEPH A. TANNEY, president of S.O.S. Cinema Supply Corp, left New York on Friday for the Coast.

•

CHARLES SCHNEE will return to the Coast tomorrow from New York.

A.M.P.A. to Salute Sam Goldwyn, Jr.

A special tribute to Samuel Goldwyn, Jr., in honor of his first independent picture, "Man With A Gun," which United Artists is releasing, will be given by the Associated Motion Picture Advertisers on Nov. 29th at the Piccadilly Hotel, David A. Bader, president, announced.

The salute to the producer by AMPA, now completing its 39th year of industry activity among the showmen of the motion picture industry, is in line with honoring new as well as pioneer producers, advertising and publicity men, and talent.

This Is 'UA Week' In Foreign Offices

The observance of "United Artists Week" in all foreign countries will get under way today and will run through next Saturday, it was announced by Louis Lober, general manager of the foreign department.

The international celebration of "UA Week," which will climax months of preparation involving the company's worldwide network of offices, will be marked by the presentation of at least one UA release in each of many theatres in Europe, Central and South America, Australasia, South Africa and the Far and Middle East.

Schimel Heads FJP Amusement Division For 1955-1956 Drive

Adolph Schimel, vice-president and general counsel of Universal Pictures, has been appointed chairman of the amusement division of the Federation of Jewish Philanthropies 1955-56 campaign, it was announced by Salim L. Lewis, president of the Federation.

The Federation currently is seeking $18,100,000 or $2,600,000 more than last year in order to meet the budgetary requirements of its 116 affiliated agencies which annually serve more than 620,000 New Yorkers irrespective of race or religion.

Adolph Schimel

See Para. Benefiting By New TV Tax Rule

Financial observers pointed out at the weekend that Paramount through the sale of a large block of its old short subjects to U. M. & M. might be the first company to benefit from the new Internal Revenue Bureau ruling that proceeds from the sale of films to TV under certain conditions is taxable at the lower capital gains rate.

One of the conditions imposed by the ruling was that an outright sale of the films, including the surrender of copyright, must be involved. The mere leasing of the films to a TV distributor or user is not sufficient. In addition, the films involved in the sale must have been completely written off the books of the seller.

Feel Conditions Are Met

Financial observers believe that the Paramount deal with Charles Amory of U. M. & M. meets these conditions. Reportedly, it involves the outright sale of approximately 1,800 shorts for an estimated $3,500,000. The capital gains tax on the transaction, assuming it applied, would be about half the normal corporation profits tax.

Dozier Named V.P. of RKO Radio Pictures

From THE DAILY Bureau

HOLLYWOOD, Nov. 20.—William Dozier on Friday was elected vice-president of RKO Radio Pictures, Inc., at a meeting of the board of the directors. Dozier, in charge of production for the studio, recently left CBS as diretor of network programs.

'Conqueror'

(*Continued from page 1*)

late January, it was announced here at the weekend by Daniel T. O'Shea, president of RKO.

In addition to the TV and radio outlets of MBS, other key network stations will be used to publicize the charity-sponsored international debut of the Howard Hughes production, estimated to have cost $6,000,000. Mutual's backing of "The Conqueror," he went on, marks the first time in the history of the film and radio industries that the complete facilities of an entire network have supported the release of a motion picture.

Mutual is owned by General Teleradio, the president of which is Thomas F. O'Neil, who bought RKO Radio Pictures from Hughes for $25,000,000. O'Neil is presently board chairman of RKO Radio Pictures.

New MPRC Plan

(*Continued from page 1*)

ture Research Council, and is listed as a major achievement for 1955 in the council's annual report just issued by William Kelley, MPRC technical director.

Specifications for correct projection and sound reproduction of 35mm. release prints under the council's system are placed on the reel bands and at the beginning and the end of each film specifying: type and length of projection lens, size of aperture plate, dimensions of the projected picture on the screen and sound equipment requirements.

The system has been turned over to all film distributors with the council's recommendation for immediate adoption.

Youngstein Asks Aid In Asthma Project

A scientific assault by voluntary and governmental agencies on childhood asthma was urged by Max E. Youngstein, East Coast regional chairman of the non-sectarian Jewish National Home for Asthmatic Children of Denver, at the organization's annual eastern auxilliary conference at the Roosevelt Hotel in New York yesterday.

Youngstein, who also is honorary chairman of the Westchester Committee for Asthma Research, called for the same concerted effort in attacking the serious problem of asthma as was applied to the successful development of the Salk vaccine in the nation-wide campaign against polio.

Mitchell Sister to Tour

Ruth Mitchell, sister of Billy Mitchell, left here at the weekend on a nationwide 17-city tour in connection with the Warner Brothers release, asia, South Africa and the Far and

Further Extension of Compensation Asked

From THE DAILY Bureau

WASHINGTON, Nov. 20.—Secreta of Health, Education and Welfa Folsom said Congress should exte the Federal unemployment compe sation system to all firms with one more employe.

He made the statement in test mony to a House-Senate econom subcommittee. The Administratic made a similar recommendation la year, and Congress dropped the co erage exemption from firms with or more employes to those with fo or more employees. Many small thea tres would be affected if the covera were dropped in line with the Ad ministration's new request.

Col. Preparing 20 For 1956 Release

Columbia Pictures has 20 films t be released during 1956, in variou stages of shooting, editing and labo ratory processing, it was reporte here at the weekend.

Currently being processed for re lease nationally are "The Prisoner," "Inside Detroit," "The Last Fron tier," "Picnic" and "The Housto Story."

On the shooting stages at the Co lumbia studio are three films, "Th Solid Gold Cadillac," "The Harde They Fall" and "It Happened On Night."

In various stages of editing are 1 films. They are: "Battle Stations," "Fury at Gunsight," "Hot Blood," "Uranium Boom," "Jubal," "Overexposed," "Storm Center," "The Eddy Duchin Story," "Earth vs. the Flying Saucers," "Perils of the Wilderness," "Black Jack Ketchum, Desperado" and "The Way We Are."

Slate 3 Midwest 'Oklahoma!' Bows

Midwest openings are slated for "Oklahoma!" for the Christmas season to be followed by openings along the Eastern seaboard during January, 1956, it was disclosed here at the weekend by an official of Magna Theatres Corp.

It is hoped to have premieres in two Midwest cities other than Chicago on Dec. 26, he stated, but if that is not possible, the other Midwest engagements will be held during the week of Dec. 26. He said deals for the other cities have not been finalized as yet.

The probable cities along the Eastern seaboard which will open the first production in the Magna-Todd system include Washington, Philadelphia, Boston, and Miami, it was stated.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sxth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-president; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

PEOPLE

Lawrence G. Laskey, who has become a partner in the brokerage firm of Henry Montor Associates, Inc. of New York, is maintaining his Newton, Mass., home although he will spend considerable time in New York. He has not severed his theatrical connections with E. M. Loew Theatres of Boston where he has been a partner with **E. M. Loew** for the past 18 years. His association with the New York brokerage firm is an additional enterprise.

¤

Lester Persall, manager of the Tarpon Theatre, Tarpon Springs, Fla., has been transferred to the Midway Drive-in there. **Charlie Thompson,** manager of the drive-in, goes to the Silver Moon Theatre, Lakeland, Fla., and **Paul Lycan,** former projectionist at the Tarpon, becomes manager. All houses belong to the Floyd circuit.

¤

Mrs. LaMona Gibson, for many years secretary at the Howell Theatre, Palatka, Fla., has resigned to join her husband who is in the Air Force in Texas.

¤

Tommy Thompson, president of Theatre Owners of Georgia, has been appointed state chairman of the 1955 "Safe Driving Day" on Dec. 1 by **Gov. Marvin Griffin.**

¤

Donald C. Kerr was elected president and general manager of Canadian Kodak Co., Ltd., at a meeting of the directorate held in Rochester, N. Y. **James W. Spence** was elected chairman of the board of the EKC subsidiary.

Shift to Filmed TV Seen Big Aid to SAG

HOLLYWOOD, Nov. 20. — The greatest increase in Screen Actors Guild membership as a result of the increased production of television films was reported at the annual meeting in the Academy Theatre today by guild treasurer George Chandler. Paid membership rose from 8,370 to 9,832 within one year as of Oct. 31, 1955. Chandler attributed the increase to the constant swing from live television to films.

Guild president Walter Pidgeon, in a review-of-activities message, spoke of the guild's continuing campaign to have Congress adopt an income tax averaging measure.

John Dales, national executive secretary, said that despite the adoption of the five-day week by the motion picture studios, the guild will demand substantial increases in all salary minimums in negotiations scheduled to start early in January.

1915 to 1925 Decade

Stars of Yesteryear Receive 'George' Medals at Eastman House 'Festival'

Special to THE DAILY

ROCHESTER, N. Y., Nov. 20.—Ten motion picture stars who ruled the screen heavens in the period from 1915 to 1925 were awarded the "George" medals of honor here yesterday at the George Eastman House "Festival of Film Artists."

Mary Pickford

The presentations by Jesse L. Lasky, chairman, were made to Mary Pickford, Lillian Gish, Gloria Swanson, Mae Marsh, Norma Talmadge, Charles Chaplin, Harold Lloyd, Richard Barthelmess, Ronald Colman and Buster Keaton.

Award winners were voted by more than 300 of their own colleagues and candidates of the silent film period and the festival was the first to give retrospective awards on the basis of 30 to 40 years perspective on artistic work of enduring time. The festival has been in preparation for two-and-a-half years as a part of the mission of the George Eastman House whose function is to collect, preserve and study for the future the historic important films and the producers who made them.

Other players who received a large number of votes were George Bancroft, Monte Blue, Francis X. Bushman, Donald Crisp, Charles Farrell, Jean Hersholt, Edward Everett Horton, Victor McLaglen, Erich von Stroheim, Ramon Novarro, Ethel Barrymore, Clara Bow, Billie Burke, Betty Compson, Bebe Daniels, Janet Gaynor, Dorothy Gish, Colleen Moore, Pola Negri, Norma Shearer, Blanche Sweet and Clara Kimball Young.

Officers Elected by Foreign Film Critics

The Film Critics' Circle of the Foreign Language Press of New York elected its 14th consecutive administration at its 14th annual meeting. The Circle consists of 21 film editors for newspapers printed in 13 languages. The editors also set up a board of directors, in addition to the officers, to plan for an augmented program of activity next year.

Reelected president for 1956 was Dr. Nathan Swerdlin, film editor of the Jewish "Day-Journal"; Demetrios Karabatos, of the Greek "National Herald," vice president; Dr. Tiber Weber, of the Hungarian "Nespzava," treasurer; Stephanie Sasna, of the Lithuanian "Laisve," secretary, and Sigmund Gottlober, founder of the Film Critics' Circle, was reelected executive secretary.

The newly formed board of directors consists of Wladislaw Borzecki, editor of the Polish "Nowy Swiat," and Andrew Valuchek, editor of the Czech "Dennik," both ex-presidents, and Dr. Zoltan Deak, editor of "Az Ember," Hungarian weekly.

Stars and Press at Preview of 'Dove'

Stars of the entertainment world joined with representatives of the general and motion picture trade press at a special preview showing of 20th Century-Fox's "Good Morning, Miss Dove" in CinemaScope, Friday at New York's Roxy Theatre.

The filmization of Francis Gray Patton's best-selling novel, starring Jennifer Jones and co-starring Robert Stack, will begin its engagement at the theatre on Wednesday.

New Houston Assn. Now 'In Business'

HOUSTON, Nov. 20.—The newly formed Houston Independent Theatre Association has adopted a constitution and by-laws and is now "in business." Officers will be elected at a meeting set for Dec. 2 and will be selected from a nominating committee consisting of Victor Barraco of the Bellaire Theatre, chairman; Mrs. Eula McKinney, Old Spanish Trail Theatre, and Harold (Cotton) Griffith, Tidwell Drive-in.

The constitution requires that active members reside, or operate theatres, in the Houston area. Associate members may live outside the area but within the Houston exchange territory. Dues have been set at $5 annually. The constitution and by-laws were prepared by Richard Wygant, Fred Cannata, T. J. Cheney and Lowell Bulpitt.

IATSE Charter to Houston's B-63

HOUSTON, Nov. 20.—IATSE local No. B-63 was granted its charter at a buffet-meeting in the Operators' Club where representatives Eddie Miller and Frank Coogler, of Local No. 279, were hosts.

Officers of the new group, composed of employees of Columbia Pictures Corp. and 20th Century-Fox exchanges, are: President, Marvin Wycoff of 20th-Fox; Geraldine Taylor of Columbia, vice-president; Lucy Brown of 20th-Fox, business agent; Martha Koniezany of 20th-Fox, financial secretary; Maurine McKay of 20th-Fox, recording secretary; Wilbur Vinyard of Columbia, sergeant at arms.

Blank to Speak

Mo.-Ill. T.O. Annual Meet Opening Today

By BARBARA CALLAHAN

ST. LOUIS, Nov. 20.—Paul Krueger of the Wehrenberg Circuit, St. Louis, will be keynote speaker for the Missouri-Illinois Theatre Operators convention opening at the Chase Hotel here tomorrow, according to MITO president Lester Kropp.

In his keynote address, Krueger will assign the topics for the workshop sessions which will be devoted to trying to solve problems of the industry in the St. Louis territory under the "Do It Yourself" theme of the meeting.

Registration will start about 9 A.M. and at the same time the annual trade show will open. Exhibitors from the entire area, which includes Missouri, Illinois, Iowa, Arkansas, Indiana and Kentucky are expected to attend.

Three Business Sessions Slated

Chairmen of the three business sessions to be held Monday and Tuesday will be John Meinardi and Louis Ansell of St. Louis, and L. J. Williams of Union, Mo. Moderators Monday afternoon will be Frank Plumlee of Farmington, Mo.; Eddie Clark of Metropolis, Ill.; Kenneth Hirth of Pacific, Mo.; and MITO past presidents Tom Bloomer and Tom Edwards of St. Louis. Moderators Tuesday will be Bloomer and Edwards, and William E. Waring, Jr. of Cobden, Ill.; Edward Arthur of St. Louis; Pete Medley of Sikeston, Mo.; and Clyde Metcalf of Edwardsville, Ill.

Thomas James of St. Louis will be chairman of the resolutions committee meeting on Tuesday morning. Election of officers also will be held Tuesday.

Blank and Levy to Speak

Guest speakers will be Myron Blank of Des Moines, TOA president; Herman Levy of New Haven, Conn., TOA general counsel; and George Gaughan of Memphis, Tenn., field representative.

The meeting will close with a banquet Tuesday evening when Miss Film Row of St. Louis of 1955 will be crowned. Details of the contest and coronation are being worked out by Mrs. Clarence D. Hill with Charles Goldman chairman. Assisting in the contest are Rose Hearle of Columbia Pictures, Miss Film Row of 1954, and Ruth Shrunas, nominated as Miss Paramount Pictures.

Hurok Acquires Ballet

S. Hurok will present "The Ballet of Romeo and Juliet," first feature film of a complete ballet, in the United States this winter, in association with Tohan Pictures Co., new film importation firm.

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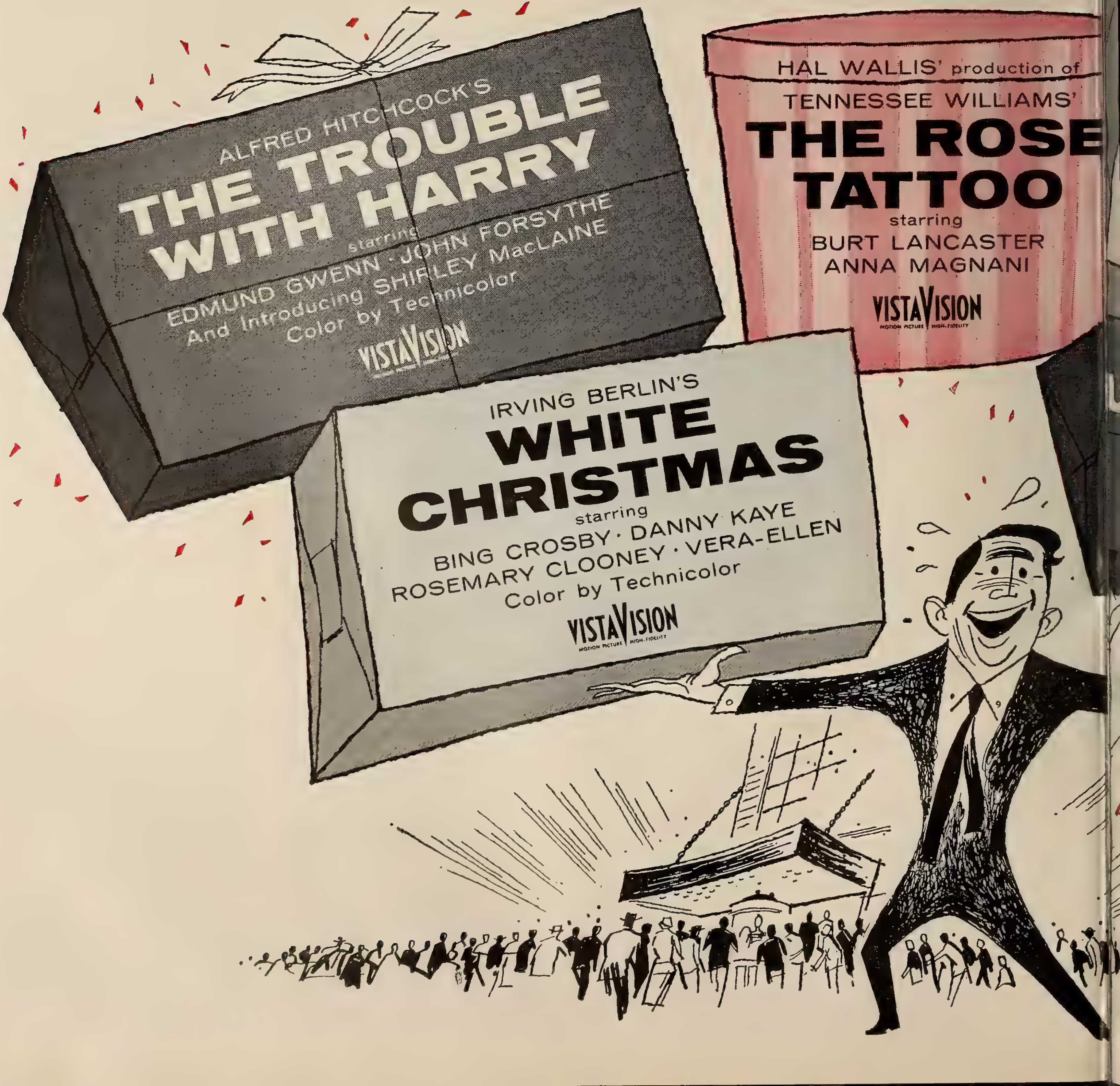
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THE TROUBLE WITH HARRY
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EDMUND GWENN · JOHN FORSYTHE
And Introducing SHIRLEY MacLAINE
Color by Technicolor
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HAL WALLIS' production of
TENNESSEE WILLIAMS'
THE ROSE TATTOO
starring
BURT LANCASTER
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VISTAVISION
MOTION PICTURE HIGH-FIDELITY
IRVING BERLIN'S
WHITE CHRISTMAS
starring
BING CROSBY · DANNY KAYE
ROSEMARY CLOONEY · VERA-ELLEN
Color by Technicolor
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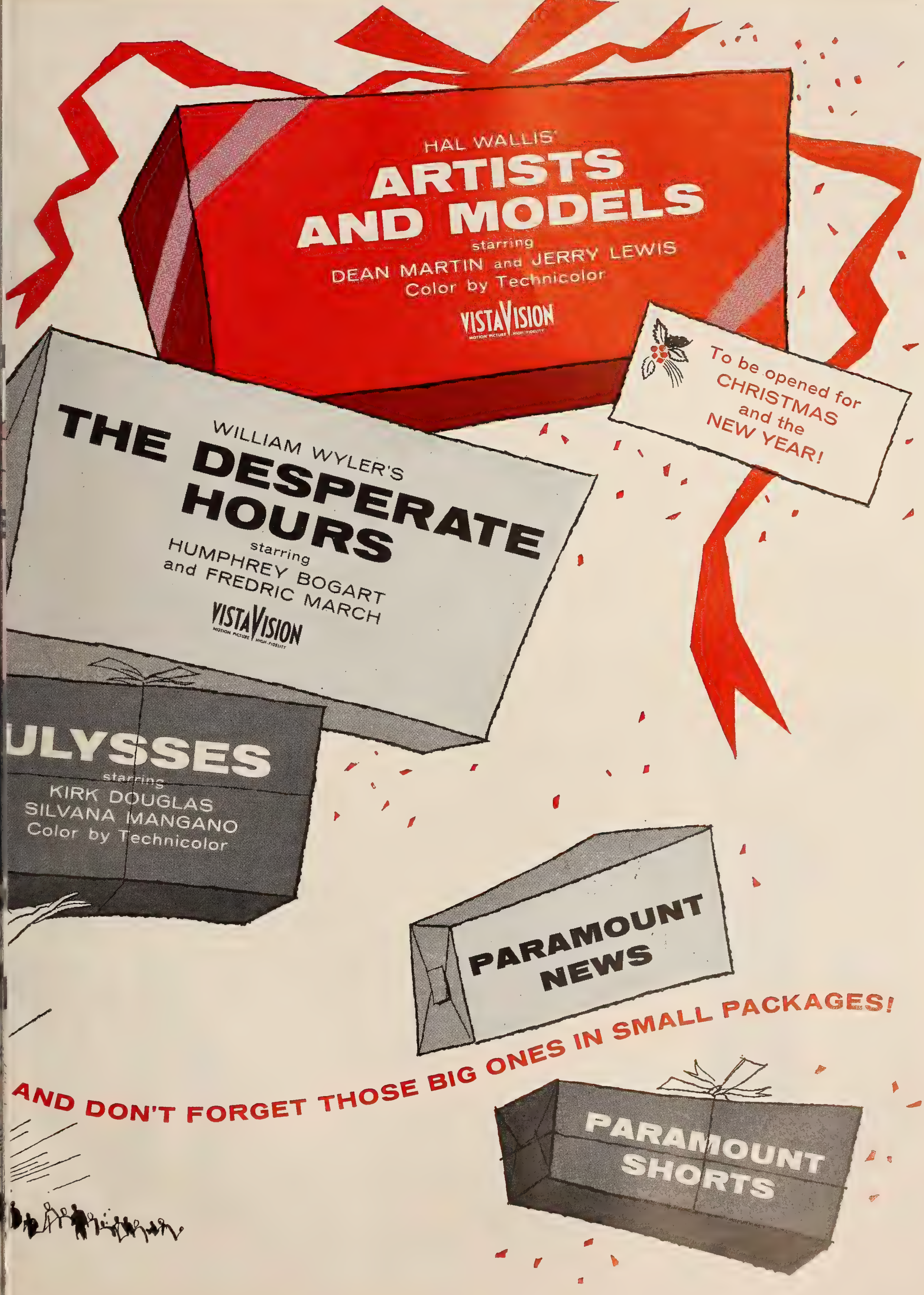
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ARTISTS AND MODELS
starring
DEAN MARTIN and JERRY LEWIS
Color by Technicolor
VISTAVISION
MOTION PICTURE HIGH-FIDELITY
To be opened for CHRISTMAS and the NEW YEAR!
WILLIAM WYLER'S
THE DESPERATE HOURS
starring
HUMPHREY BOGART
and FREDRIC MARCH
VISTAVISION
MOTION PICTURE HIGH-FIDELITY
ULYSSES
starring
KIRK DOUGLAS
SILVANA MANGANO
Color by Technicolor
PARAMOUNT NEWS
AND DON'T FORGET THOSE BIG ONES IN SMALL PACKAGES!
PARAMOUNT SHORTS

90% of Stock

(*Continued from page* 1)

nearing 90 per cent of the outstanding stock, optimism for completion of the deal was expressed here by 20th-Fox officials at the weekend. Today is the current expiration date of the 20th-Fox offer to purchase the stock of African Theatres at $14 per share, but the possibility of extending the date was acknowledged here by a 20th-Fox official.

Contrary to previous reports, the 20th-Fox official stated, the arrangement with Schlesinger called for the acquisition by 20th-Fox of 100 per cent of African Theatres' outstanding stock. He contended that the sought-after 90 per cent stock acquisition figure previously reported stemmed from the realization that certain legal rights accrue with 90 per cent ownership which makes 100 per cent ownership possible. With 90 per cent ownership, it was explained as an example, 20th-Fox would have recourse to the courts if a few stockholders remain hold-outs.

The rate of stockholders acceptance of the 20th-Fox offer was described here as very good. It also was pointed out that the "London Financial Times" had recommended acceptance.

'Timetable' to UA

United Artists has acquired for distribution "Timetable", the first film made under the Mark Stevens Productions banner.

REVIEW:

Target Zero

Warner Brothers

THE KOREAN WAR is the locale and theme of this production and it has enough excitement to entertain the action fans. Richard Conte is the only name of marquee value in the film.

Obviously the formula for a war film requires that the actors go into battle as often as possible, and scriptwriter Sam Rolfe has not been derelict in his duty. Appropriately he saves his bloodiest and most ambitious clash for the climax and works up to it with a series of minor skirmishes along the way.

The main plot outline is gratifyingly simple and uncomplicated as it introduces a small American patrol (led by Conte) which has become separated from its main company and then recounts the small group's desperate efforts to rejoin the larger force on a strategic ridge. When the patrol finally arrives, it discovers that the rest of the company has been wiped out by the Reds. In the climax the patrol—with some assistance from the Air Force and Navy—manages to hold the ridge once more against a vigorous onslaught of the enemy.

In its action scenes "Target Zero" is realistic and modestly satisfying, but when it turns to humor and romance, it is much less successful. The jokes, most of which are delivered by a private who works at being a "comic," are even cornier than usual, and the romance—particularly the arbitrary manner in which it is introduced—stretches credulity past the breaking point. Early in the film the patrol runs into a female biochemist, no less, working with the U. N. forces, who has wrecked her automobile. Conte engages in rivalry for her hand with one of three English soldiers who have also joined the group, and several times the two rivals almost come to blows. Peggie Castle plays the recipient of their attentions.

Running time, 92 minutes. General classification. For November release.

Fox 55mm.

(*Continued from page* 1)

delegates to the Allied States Ass convention in Chicago and leadi theatremen and the press, followi special showings of a test reel in Ne York and Los Angeles, will be de onstrated to all segments of the m tion picture industry, newspap editors, film writers and critics ar other leading figures of the commun cations and entertainment fields the next few months.

An enthusiastic response to 55 m CinemaScope also was reported several special showings of the te reel for production executives an technicians of the major Hollywoo studios last week. Programs we held at 20th Century-Fox's studi projection room.

Plans currently are being mappe to hold demonstrations of 55 mn CinemaScope in 100 to 150 cities the United States and Canada star ing in mid-January.

World-wide demonstrations wi follow a short time later in princip cities of Europe, Central and Sout America and the Near and Far Eas

'Brave' to Cannes

HOLLYWOOD, Nov. 20. – Kin Brothers has received an invitatio from the screening committee of th Cannes Film Festival to submit it CinemaScope-Technicolor productio "The Brave One." The festival wil run from April 10-22.

ARTISTS AND MODELS

SEVENTEEN paints it in words bright and glowing . . . sends 2½ million teen-age girls going . . . along with their friends, to see Paramount's newest . . . most musical laugh hit with *Martin* and *Lewis*—December SEVENTEEN's Picture-of-the-Month.

ARTISTS AND MODELS

A Hal Wallis Production

starring

Dean Martin and Jerry Lewis

co-starring Shirley MacLaine, Dorothy Malone and Eddie Mayehoff

with Eva Gabor, Anita Ekberg, George "Foghorn" Winslow

VistaVision Color by Technicolor

A Paramount Picture

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

ABC Spectaculars

▶ ABC-TV, which has not yet jumped into the 90-minute spectacular competition, plans to do so next Fall, and with both feet. Announced jointly last week by Robert Kintner, president of ABC, and John Gibbs, who negotiated the deal for Meridian Productions, is a plan for production of from 26 to 52 90-minute filmed dramas, to be presented by the network on a weekly basis beginning next September. Tentatively titled "Command Performance," the series serves to implement recent remarks by Mr. Kintner to the effect that the future of TV lies in way of longer (1½ to 2 hour) "special" programs. Top stars will be used, as well as world-wide locations, not excluding the budding production facilities in Bermuda in which Mr. Gibbs has particular interest. Also in view is the possible theatrical release of some of the films after telecasting. Incidentally, ABC has its department of word-turners. They are calling the shows dramaculars, which is almost the end. Mr. Kintner last week also announced acquisition of nine program properties for the 1956-57 season.

Daytime Programming

▶ It was bound to be found, and it has, a way by which very profitable re-runs might not have to compete with the same distributor's first run, nighttime product. Official Films, handling "My Little Margie," experimented successfully with the afternoon programming of the "Margie" package in Philadelphia and it was hugely successful. Now WCBS-TV has purchased 126 episodes for use as a Monday through Friday daytime strip program. While "Margie" would seem to be particularly suited to this sort of spot, there also are plenty of other comparable shows which might be expected to fit eventually into the afternoon scheme of things.

FILM PROGRESS

The NBC Film Division announces with some pride that with the recent sale of three programs in New York it now has 12 syndicated TV film programs on the air in the New York market. Jake Keever, national sales manager, reported that the new sales included a renewal of the hour-long "Hopalong Cassidy" series on WABC-TV, and the new sales of "Inner Sanctum" and "Captured" to WPIX. For historical purposes it should be noted that when the present schedule is completed, the hour-long Hoppys will have had their 18th run in New York City. For more on films, see page 9.

Up and Up

▶ Consolidated net profits of Columbia Broadcasting System, Inc. were $8,718,713 for the first nine months of 1955. Figure for the comparable period of 1954 was $7,299,130. Sales this year were $302,589,748 compared with $263,746,543 for the nine of last year.

First in Color

▶ Color conscious NBC is planning to be the first news medium—and that includes the motion picture newsreels—to use color regularly. Frank C. McCall, producer of the NBC-TV News Caravan, in Denver last week reported enthusiastically on tests made with new fast color film, "sufficiently sensitive for general news coverage even indoors and at night." Arthur Holch, news editor of the Caravan showed scenes shot under varying "existing light" conditions. Last May Caravan showed color coverage of the atomic tests less than 12 hours after the blast. TV has the jump on the theatrical newsreels in that only one print is needed for a telecast. The newsreels have been hampered by the problem of getting out multiple prints.

A Pox on Both

▶ Things are tough all over, in front of and behind the TV screen, that is. Betty Hutton, whose first, live performance of the season on NBC's Chevy Show was pretty thoroughly lambasted by the newspaper critics, let the latter have both barrels in a shotgun-blast at the quality of newspaper criticism. This, of course, brought forth a wide-range of rebuttal, not the least astute of which came from John Crosby of the New York *Herald-Tribune*. But Mr. Crosby, in weeping mock tears for the sad plight of Miss Hutton who got $35,000 for her first spectacular, somehow spoiled his point when he remarked, "I just got back from the opening of the Vienna State Opera where the top price for the biggest stars is $160." Now what was *he* doing at the opening of the Vienna State Opera? There may be a perfectly simple answer—some press agent slipped him a pass for two—but at first look it would seem he was traveling in atmosphere almost as rarified as Miss Hutton. Vienna State Opera, indeed! Get back to your set, boy, and stop this extra-curricular nonsense.

Happy Bride and Groom

▶ "The wooing and finally the marriage of Hollywood producers and TV networks will probably prove very profitable for both," says Harris Upham & Co., investment brokers, in a survey of the entertainment industry. They find it doing very well all over, thank you, because "the public has demanded and supported higher quality entertainment than it had been receiving for some time in the past."

On to Windsor

▶ Windsor, Ontario, may be the scene of the next move by Famous Players Canadian Corp. into TV. —The Board of Governors of the Canadian Broadcasting Corp., to meet in Ottawa Dec. 1, will hear representations from Paramount Windsor Theatres Ltd., a Famous Players subsidiary, to approve transfer of control of Western Ontario Broadcasting Co., Ltd. The Broadcasting Company owns a radio station CKLW and CKLW-TV. Already Famous Players is a partner in two TV stations—CKCO-TV in Kitchener, Ont., and CFCM-TV in Quebec City.

In Our View

A MOST significant and decidedly interesting conclusion may be drawn with complete validity from a small handful of statistics emerging from the recent beginning, in Great Britain, of commercial television. The situation became immediately of unusual interest, since commercial television there was in sharp contrast to Britain's time-honored Government monopoly which offered "entertainment" over the air (radio and TV) pure and unsullied by crass commercial considerations.

The Independent Television Authority took to the air in competition with the established British Broadcasting Company, and very soon thereafter came audience research bureau figures on the percentage of the potential listening or viewing audience each was able to command. The figures for four representative days, inclusive of simultaneous telecasting by both units, were overwhelming: 67% vs. 33%; 60% vs. 40%; 65% vs. 35%; 64% vs. 36%. In each case, the higher figure was the percentage of the audience captured by the I.T.A.

The moral is obvious, and enlightening for the entire television industry in the United States. The much greater percentage of audience hewed to the I.T.A. line because of higher entertainment quality, without doubt, since the novelty element would not account for such a consistently sharp difference. The commercial aspects of the situation made possible the offering of that finer quality—which is expensive, everywhere and always. We take the commercial too much for granted here. We would be well advised to educate our public to an understanding of the vital place the commercial holds in the television scheme of things. It might help, in a couple of directons.—*C.S.A.*

Passing in Review

NBC-TV's WIDE WIDE WORLD, one week ago yesterday (Sunday, November 13), completed the first scheduled, trans-oceanic international telecast from Havana, Cuba, to the continental United States. Although the picture was a little fuzzy, it was another marvel in this era of electronic fantasy. And there is the rub. For most of the viewers (a jaded crew when it comes to being impressed by things technical) the feat itself was secondary to that which was telecast and that, in all honesty, was fairly drab—who was dancing in front of the cathedral and why? Wondrous as they are, the techniques must always be secondary to the contents, the challenge to be met by all upcoming Wide Wide Worlds.

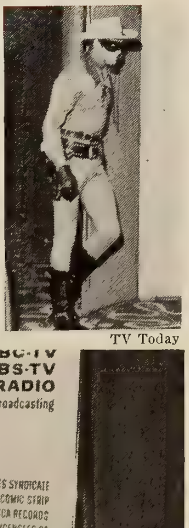
While Dave Garroway was crossing oceans and fingers, the same afternoon CBS-TV's Omnibus, ever in tireless pursuit of the meaning of life, was demonstrating what leaden material can do to a good comedian: Art Carney in a spirited but unfunny monologue about a football coach. The following night (November 14) Robert Montgomery came up with a haunting, pleasantly enigmatic script, "Cry Silence," on NBC-TV. Oddly enough, rumor has it that some of the top people in and around this show regarded "Cry Silence," as well as their recent "In a Foreign City," both among the top scripts of the season so far, with mixed satisfaction. It seems that the Montgomery ratings had hardly ever been higher than last summer when the scripts were in what's euphemistically called a more popular vein—and the critics couldn't have cared less. Which brings up the old argument about when should TV upgrade its viewers and when should it give them only what they want, in the most limited sense.

Some of the medium's most imaginative and refreshing art and camera work continue to be displayed each Saturday night by NBC-TV's Hit Parade, with "Autumn Leaves" a special poser. Another parade, ABC-TV's MGM Parade, is steadily improving, although the Wednesday night show still could devote more time to fewer individual sequences. Elsewhere:

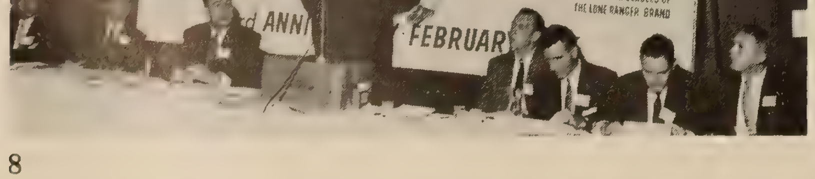
PRODUCERS SHOWCASE, "Dateline II." NBC-TV, 1½ Hours, 8 P.M., EST, Monday, November 14, 1955. Live, color, from New York and Hollywood. For Ford Motor Company and RCA.

The Overseas Press Club became the focal point for this particular show in the Producers Showcase series of noteworthy offerings. However, with some exceptions, this cannot be rated among the most noteworthy of the series, and the fault lay not with the performers but necessarily with the script, if such it may be called. The program, in effect, was a tribute to the foreign correspondent, and it tried very hard to be just that. But because so many were trying to do so much, it became something of a hodge-podge. William Holden, as master of ceremonies, was sure and in command, as expected. Greer Garson was beautiful and effective, and a dramatic bit purporting to be Marguerite Higgins in Korea was well turned, if a trifle weighty with "drama." Milton Berle worked hard, Janet Blair and Peggy Lee sang, John Wayne extolled, rather heavily, the Marine correspondents, and the television cameras slid back and forth between New York and Hollywood, and sometimes did both at once, which is a neat technical trick but was not especially exciting in this instance. Perhaps a well-turned, unified, semi-dramatic script, properly handled, would have turned the trick more effectively. A good try, but too much broken-field running.

WHY, IT'S THE LONE RANGER . . . . . .! Heavy with attention hung the morning, in the Palm Terrace Room of the Hotel Roosevelt, New York, as better brains discussed selling this hero as he never has been sold before (as Warners opens the picture during February). Half a day remained. Then . . . lights off, a sibilant silence, a hundred and more men and women of broadcasting, advertising, merchandising—and of course one film company—breathing expectantly. The tattoo of trumpets, the staccato of an approaching horse . . . enter the Lone Ranger. Gun handling (not shooting), a speech extolling good citizenship (the one he makes to youngsters), and away he strode (rode?). The pre-luncheon film industry whimsy enlivened a day unique in merchandising history, as all forces planned a formidable assault. There will breathe none so dead he won't know the Lone Ranger's 23rd anniversary!



TV Today



THE ED SULLIVAN SHOW, CBS-TV, 1 Hour, 8 P.M., EST, Sunday, November 13, 1955. Live, from New York. For Lincoln-Mercury.

Like a chain, the Ed Sullivan Show cannot be any stronger than its weakest links, and a week ago last night all the links were pretty strong. They included the incomparable Shirley Booth in a scene from her current Broadway comedy, a wonderfully funny monologue by Joyce Grenfell, also a current Broadway attraction, and one all-too-quick song by Edith Piaf. As is to be expected with Mr. Sullivan there were also a glee club and the usual number of guests who walked across the stage just to shake the hand of the master. The latter's continuing television success cannot be said to rest solely on his talent for landing name stars (or on the fact that he's willing to turn his show inside out to plug pictures or, as in Miss Booth's case, a stage play that was critically clobbered). In format, the show is as laudably straightforward and to the point as the old three-a-day at the Palace used to be, and as long as headliners are there, the public will continue to buy. No gimmicks needed.

THE PHIL SILVERS SHOW, CBS-TV, ½ Hour, 8 P.M., EST, Tuesday, November 15, 1955. Film. For Camel Cigarettes.

CBS-TV seems to have a corner on the top, filmed, half-hour comedy shows—specifically Lucy, the Kramdens and now Sergeant Bilko. However, it's no accident. A second look at "You'll Never Get Rich" the other night was confirmation. Producer-director-writer Nat Heiken and Mr. Silvers are combining a superabundance of talent with inherent taste to make a thoroughly refreshing series. Some of the secret of their success may be in playing it straight. The situations are unusual and often a little fantastic, but everyone in the cast, beginning with Mr. Silvers, plays them strictly for real. Last week's episode, having to do with an "eating" championship, received fine support from Harvey Lembeck, Murray Hamilton and especially from Fred Gwynne as "The Stomach." The residuals will be tremendous.

KRAFT TELEVISION THEATRE, "A Summer's End." NBC-TV, 1 Hour, 9 P.M., EST, Wednesday, November 16, 1955. Live, from New York. For Kraft Company.

The high level of the Kraft offerings on television, like their productions for radio over many years, continues to be maintained to the unquestioned joy of innumerable Wednesday night viewers. This time a play of suspense, of a sort, by Seymour Vall, is presented with a youngster of talent and appeal, Ian Tucker, and a seasoned and incomparably accomplished oldster, James Barton. When certain of the old handyman's actions are misunderstood by the boy, son of ocean-front boarding house owners, and the lad suspects him of a neighborhood murder, it makes for well-handled moments of drama. It is, of necessity, more a vignette than a finished tale, but it holds attention well. Background music by Eddy Manson contributes to the mood.

DISNEYLAND, "Davy Crockett's Keelboat Race." ABC-TV, 1 Hour, 7:30 P.M., EST, Wednesday, November 16, 1955. Film. For American Dairy Association, Peter Pan and American Motors.

With Fess Parker as the redoubtable Davy Crockett and Buddy Ebsen as his pal, George Russell, the inimitable adventures of Davy Crockett are continued in this Frontierland episode of the continuingly successful Disneyland series. Jeff York is the huge Mike Fink, king of the keelboat captains on the Mississippi in days long gone. Made on location and bearing all the earmarks of well-produced motion picture, this yarn nevertheless lacks somehow a proper attribute of ability to convince, even with such legendary fiction as this. Fun for the kids is about its rating. Disney, incidentally, riding two horses with expected skill, contrives ample verbal promotion for currently playing Disney theatrical motion pictures, bearing out his personal contention the two media can live side by side.

SING A SONG WITH CHARITY BAILEY, WRCA-TV, ½ Hour, 10 A.M., EST, Sunday, November 13, 1955. Live, from New York. For New York Savings Bank (participating basis).

This is simple, appealing and strictly low-pressure programing for the very young tots whose fancies don't yet dwell in outer space. Miss Bailey, at the piano, plays and sings her gentle, rhythmic folk tunes to a group of captivated, responsive youngsters. They, in turn, accompany her with cymbals, tambourines, wood blocks and triangles, and because there is nothing quite so fascinating as watching children when they aren't conscious of being watched, the result is a good deal of fun. That, of course, is the point of view of a tot pushing the far side of 30. In any case, Miss Bailey would seem to be conducting a video seminar to which parents of children 3 to 6 years of age might lead their charges with no qualms whatsoever. It's a model of the genre.

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THERE'S BUSTLING, BRIGHT FUTURE FOR TV FILMS

by VINCENT CANBY and FLOYD STONE

It was a full and busy day Thursday at the Hotel Delmonico in New York when the National Television Film Council held its Fall forum and had on hand some 200 representatives of television film production, distribution, TV stations and advertising agencies. Topics ranged from economic and technical matters and innovations all the way up to long-range cultural effects, the discussion of which—anent other industries—usually is reserved for non-participating buffs.

ENTERTAINMENT—AND EDUCATION, Dr. Alfred N. Goldsmith's forte, as he performed as the guest speaker Thursday in New York at the National Television Film Council Fall forum. With him on the dais: John Schneider, president; Mel Gold, another speaker; Kern Moyse, director, and Sidney Mayers, treasurer.

The affairs of the day were correlated and brought into focus at the luncheon session, presided over by John J. Schneider, president of the council as well as vice-president of Biow, Beirn & Toigo, and featuring talks by Mel Gold, the council's honorary president, and by Dr. Alfred N. Goldsmith, "father of television," consultant and council board chairman.

Before introducing Dr. Goldsmith, Mr. Gold, who was one of the founders of the council in 1948, pointed with some pride to the accomplishments of the council thus far. By bringing into one organization representatives of all facets of the business, the industry had avoided the formation of separate, organized "war parties" —such as, he said, comprise the motion picture industry—and the consequent intra-mural litigation.

Dr. Goldsmith, whose remarks opened on a technical and non-controversial note, traced the rise in the use of film by the networks (to 25 per cent of programming time), by their affiliates (to 50 per cent) and by the independents (to 75 per cent), and briefly outlined some of the developments soon to be forthcoming in way of color television.

In major part, however, his extemporaneous talk was devoted to outlining reasons for any trend there may be *away* from film programming. Television film producers, he said, must take cognizance of "that certain inherent value in live TV—the thrill of the unforeseeable." If they aren't careful, film producers can achieve "a too perfect quality" which eliminates any resemblance to spontaneity and results in a "slickness, a sameness and overall standardization in film programming" which won't contribute to anyone's economic or cultural health.

This, in turn, led him into one of his favorite topics—what he once described privately as "the need for more, good, five-cent production centers." With film production limited to Hollywood and New

(*Continued on page* 10, *column* 2)

DONALD HYATT, left below at table, who explained NBC's Project 20, pointing it up as a prestige proposition of some magnitude, and not for profit. **WILLIAM MORWOOD**, MCA eastern story executive, explained operations. Fresh ideas and fresh talent, and above all the ability at story structure peculiar to TV—that's what's valuable and what's wanted. **MEL GOLD**, extreme left, moderator.

DONALD HYATT
WM NORWOOD

THE PANELS

JOHN MITCHELL, Screen Gems vice-president, advised his fellow producers to concentrate on programs for national advertisers. There is a glut of films, he admitted and warned; producers should ride it out with quality. As for advertisers, there always will be enough for good sales staffs and good product.

GEORGE RICE, WABC-TV program manager, told the distributors to trust their salesmen, get their advice and rely on their analyses, and then to set a fair price. None ever "stabilized" a market, he warned; there is no "slide rule"; give the salesman a price he can believe in.

JACK HURDLE, who produces the Jackie Gleason programs, enthused about the comedian's use of Electronicam, and said of course there were no "hurdles" to comedy or getting across the man's personality. Certainly no effect upon ratings.

HARRY BRESSLER

HARRY BRESSLER, McCann-Erickson copy supervisor, wants the writer to "be in production up to his navel". He had hard words for the big copy boys who feel television comes easily. And for those who want writers who double in print *and* TV. Whatever happens, however, "get that writer on the set!" And, if possible, the writer "ought to have a hand in picking what producer to use"!

MORE PANELS

DAVID SAVAGE, assistant to the president of Guild Films, quarreled with "ratings" and also with publishers' "bests". Reconsideration, study and even investigation of methods and validity of such market ascertainments were suggested.

DWIGHT MARTIN, vice-president of General Teleradio, whose message of some import was, frankly, there are too many program films to be absorbed.

ALEXANDER GRIFFIN, vice-president of Al Paul Lefton, who spoke feelingly about the problems an agency coordinator has in coordinating fellow executives so they come to a decision.

All photos TV Today

Who's Where

CHARLES MOOS has been appointed manager of talent and contract operations for NBC. He has been manager of labor relations for the network since last May and was an attorney in the legal department before that.

STANTON M. OSGOOD, formerly manager of NBC television film production has been appointed director of production for Theatre Network Television, Inc., it has been announced by **NATHAN L. HALPERN,** president of TNT.

New program director for WABC-TV is **GEORGE RICE,** formerly film director for the ABC flagship station. He succeeds **ARDIEN RODNER Jr.** who has resigned the post. **TAK KAKO,** who started in the film service department of the station in 1950 and has been film editor since 1951 becomes film director.

JUDITH WALLER, much honored director of public affairs and education for NBC in Chicago, has been appointed public affairs representative for the entire network.

The field sales staff of Screen Gems, Inc. has been nearly doubled in the past month, **JOHN H. MITCHELL,** vice - president in charge of sales, announces. Seven new salesmen who have joined the staff in the United States and Canada are **WILLIAM GEBHARDT, DONALD BRYAN, HENRY PROFENIUS, WILLIAM MILLER, PETER CAREY, JOHN DEBOW** and **HUGH L. BEARG.**

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BRIGHT TV FILM FUTURE

(*Continued from page 9*)

York, he said, the industry stands in danger of becoming "inbred," that is "when you produce programs that please the producers of other programs which please you."

It would make him happy, said Dr. Goldsmith, if the industry expanded into a number of major and minor centers of production in such places as Chicago, New Orleans and San Francisco. In this fashion, he continued, the danger of inbreeding would be reduced to a minimum and the indicated provincialism of New York and Hollywood would be transformed by vitality of outlying areas.

◆ ◆

The Doctor, who remarked that film commercials, as opposed to film programming, thus far have remained especially fresh and free, emphasized that he had no solutions to offer but that the situation could bear close scrutiny. His audience agreed.

The afternoon sessions were three, devoted to the function of the ad agency in TV film production, to commercial film production for TV and to special and technical services.

Highlights were speeches by Harry Bressler, of McCann-Erickson, who discussed the writer's importance on the film commercial ("beneath the cynical exterior beats an artist's heart"); Don McCollum, of Schwerin Research, who decried producers' lack of interest in production of "rough" films for pre-testing commercials, and Jack Bacham, of DuMont, who told of the advantages in using the Electronicam in production of commercials.

◆ ◆

The council's nominating committee also presented to the forum the list of officer nominees, with the elections to be held by mail and announcement made at a meeting December 15. Heading the list is Mr. Schneider, the incumbent president. Also nominated were executive vice-president, William Reddick; executive secretary, Sidney Mayers; treasurer, Charles Carpenter; general secretary, Beulah Jarvis; distribution vice-president, Arche Mayers; production vice-president, Bert Hecht; agencies vice-president, Howard Olds; stations vice-president, Dave O'Shea; membership vice-president, Ken Cowan; laboratories vice-president, Lou Feldman.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editor: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

TV Academy Having Trouble With That Young Gal Emmy

TV Today

Ed Sullivan discusses a point, above. Flanking him are, left to right, Ted Bergmann, Robert Kintner Walter Disney, Don De Fore and Johnny Mercer.

In an effort to forestall the kind of criticism that was rampant last year following the presentation of its Emmy awards, the Academy of Television Arts and Sciences, in the person of its president, Don DeFore, came to New York last week to sound out members of the East Coast industry on what should and should not be done.

The affair, a luncheon at the Plaza, was ostensibly staged to salute eastern winners of 1954's Emmy awards, but turned out to be a pretty heated discussion of the Academy's procedures, resulting in a decision to set up a temporary New York committee to recommend categories and methods of balloting for the awards. The decision to form the committee was touched off by an unusually articulate Ed Sullivan who said that eastern TV people wanted to know how categories were set up, who voted on the awards and more about the actual membership and objectives of the Academy, which, of course, was founded and has its headquarters in Hollywood.

Mr. DeFore and Johnny Mercer, an Academy vice-president, answered the criticisms with statements to the effect that it was to gather just such information that they had journeyed to New York, with Mr. Mercer adding pointedly that the Academy needed and wanted East Coast participation. Named to the New York committee with Mr. Sullivan were John Daly, of ABC; Rod Erickson, of Young & Rubicam; Nicholas Keesely, of Lennen & Nowell, and the Theatre Guild's Lawrence Langner, who earlier in the luncheon had warned that the Academy was in danger of becoming an "exclusive society."

The temporary committee was to meet within a week and plans are underway for a closed circuit telecast between New York and Hollywood to permit an open discussion of the awards situation, including Mr. Sullivan's strong criticism on the facts that no Negro performer had won an Emmy last year and that there were no awards for "guest" stars. Mr. Sullivan, of course, runs a variety show.

The 1955 Emmies will be presented March 17 from Hollywood, in a live color spectacular over NBC-TV. Oldsmobile Division of General Motors will sponsor.

Shows on the Mark

NBC has acquired exclusive television rights to Queen for a Day, the much-honored radio program, for a nationwide debut on the TV screen in January. The program is scheduled for a major daytime spot. Jack Bailey, host on the comedy stunt show, Truth or Consequences, will be Queen for a Day master of ceremonies.

◆

The Macy Thanksgiving Day Parade Thursday will be viewed by an estimated 40,000,000 people on the NBC-TV network. Bob Smith of the Howdy Doody Show will narrate the event and Danny Kaye will make his first TV appearance—his daughter Dena will be Queen of the Parade.

◆

The American premiere performance of Prokofiev's opera, "War and Peace" will be given by the NBC Opera Theatre April 8.

◆

Groveton Papers, Inc., manufacturers of Vanity Fair tissues, sponsors The Falcon, a new film series starring Charles McGraw as a Government undercover agent, which started Friday night over ABC-TV.

See Long Delay on Toll TV by FCC

From THE DAILY Bureau

WASHINGTON, Nov. 20.—Action by the Federal Communications Commission on subscription television continues to fade into the distance. Previously, FCC officials said they wouldn't get to the toll TV question until they had decided on the "hot" de-intermixture issue. Now that is out of the way for the present they say that there are many other issues that will take precedence over the pay-to-see subject and that the latter will not be reached until sometime next year.

Awards

(*Continued from page* 1)

best actress, best picture, and the most promising male and female personality.

The winners of the COMPO Audience Awards will be announced at a special Hollywood press dinner by national campaign chairman Elmer C. Rhoden on Dec. 6.

The Metropolitan Motion Picture Theatres Association reported that response to the Audience Awards by New York City film goers was "terrific," "beyond our fondest expectations" and that voting thus far "was colossal."

Brady Enthusiastic

Conrad Brady, publicity chief for the Audience Awards in Houston, reported that voting was "very good, with a lot of action" in the Interstate Theatres. Brady said that balloting in the whole exchange area was "generally very strong thus far."

In the Salt Lake City area, Audience Awards balloting was extremely light at the weekend due to inclement weather in which few theatre patrons cast ballots. In two theatres, which have good lobby displays, only one of 15 patrons voted. Managers, however, anticipated that the voting will pick up considerably today and throughout this week.

Theatre managers in the Atlanta exchange territory reported that the COMPO Audience Awards opened "heavily and looks good."

From New Orleans comes the report that balloting started rather slowly but picked up as the day advanced.

St. Louis Houses Busy

Balloting was uniformly heavy in St. Louis, according to advices received from that point, with heavy interest registered, particularly at the Fox, Loew's, St. Louis and Missouri theatres.

Minneapolis exhibitors reported that snow and cold weather combined to hold down balloting in many first-run and suburban theatres despite excellent newspaper support. A downtown exhibitor stated that approximately one third of his patrons cast ballots on opening day of the elections. Another theatre reported that the ratio was one to four.

The Wometco Circuit, the Florida State Theatres and the Claughton Circuit in Florida reported that returns thus far "were light and moderate, but the public was definitely interested in the voting."

In many theatres across the U. S., theatre managers reported to COMPO that their patrons are taking the Audience Awards ballots home with them for further study of the nominees in each classification and resultantly expect the heavy casting of votes to be made later this week.

However, COMPO declares, on the basis of reports from its exchange area Audience Awards chairman, that 50 per cent or more of most audiences are casting ballots.

Awards Balloting Picked Up Over Weekend in Washington

WASHINGTON, Nov. 20.—Voting in the Audience Awards poll here opened rather light, but picked up over the weekend, most theatres reported.

Where balloting coincided with the opening of a new picture, theatres found a good percentage of patrons voting. Where patrons were seeing pictures at the end of the run, balloting was fairly light.

In downtown theatres, in general, according to theatre managers, patrons were familiar with the poll and enthusiastic about it. One downtown theatre manager declared, however, that the nominees on the ballot confused voters, because many of the pictures had been distributed some time ago and some had already received awards.

MPAA Warns of Censorship

(*Continued from page* 1)

constitutional guaranty of freedom of expression has been seriously eroded in the case of one of the major media of information and communication—the motion picture."

What's more, the statement continued, "one U. S. Supreme Court decision that keeps the motion picture constitutionally shackled" threatens the freedom of other media. The statement pointed out that the Supreme Court decision in 1952 in "The Miracle" case made the motion picture a member of the press, but refused to go all the way and give the films the freedom from prior censorship given to the press and other media.

Sees Newspapers Endangered

"It was this very failure by the court to strike down film censorship as unconstitutional that has put newspapers and other media into jeopardy, the subcommittee was told. "If the freedom of the motion picture, which the court has made part of the press, may be limited, then it clearly and inescapably follows that the freedom of all media of expression may be limited. That means censorship."

MPAA said five states now censor films, and anywhere from 50 to 200 cities. In most states and cities, the statement continued, "the job of censor is most often a partisan political plum."

It quoted statements of various censors to show their lack of background for the job and the arbitrary basis for most of their actions.

Since "The Miracle" decision, the MPAA statement declared, the court has ruled out as indefinite and vague several specific standards for film censorship, but has not ruled out all pre-showing censorships. Instead, it has left even the question of whether censorship under "a clearly drawn statute" might not be permissible, MPAA said.

The association asked why films were supposedly in a different category from other media, and said the reason most commonly given is the tremendous impact films have on their audience. But in view of the tremendously increased trend toward pictorial techniques in newspapers, magazines, and comic books, this answer becomes more fallacious day by day, it observed.

Points to 'Daily News'

"If the yardstick for limiting freedom by censorship is the greater impact of pictures," MPAA continued, "where shall the line be drawn? Does it not introduce a new era of conditional immunity predicated upon the particular problem of control involved?" The statement asked whether the heavily pictorial New York "Daily News" was to be more subject to censorship than the New York "Times" or whether "Look" or "Life" should be more subject than the "Saturday Evening Post."

"And what of television?" the statement demanded. "It's an ironic footnote to the absurdities of censorship that motion pictures—even the same pictures cut or banned from theatrical exhibition—can be shown fully and free from censorship on television?

First Amendment Cited

"Are the freedoms of the First Amendment limited?" MPAA concluded. "Are different media of expression subject to different means of government control? Historically, it has been a truism that when one medium of expression is threatened, all are in peril. The danger today is that this truism may have slipped into glib acceptance—with no meaning and no substance."

Fonda Sets Third

HOLLYWOOD, Nov. 20.—Henry Fonda will produce and star in "The Staked Plains," a western drama by Seton I. Miller, as the third film in Fonda's program of six productions to be made for United Artists in five years.

'Quentin' to Mayfair

M-G-M's CinemaScope production of "Quentin Durward" will have its New York opening at the Mayfair Theatre here Wednesday.

Phila. House Installs Escalator to Balcony

Special to THE DAILY

PHILADELPHIA, Nov. 20.—The Stanton Theatre is the first local theatre to provide its patrons with escalator transportation to and from its balcony. The escalator's 32-inch width will accommodate 6,700 persons an hour on the 29-foot rise from the ground floor to the balcony. The mechanism is reversible so that it runs upward before each show and down after the break. According to Stanley Warner, owner of the theatre, the purpose of the remodeling was to accommodate the new larger screen. The building also is getting a new front marquee, an expanded lobby and new rest rooms. Otis Elevator Co. installed the escalator.

Rehearing

(*Continued from page* 1)

brief opinion reversed a ruling of the Kansas State Supreme Court which had upheld the state's censors. The justices gave no detailed reasons for reversing the state court, merely citing previous decisions in the "Miracle" and "M" cases. It was assumed that the justices had decided the standards used by the Kansas censors were too vague.

But a rehearing petition filed on Firday by Kansas Attorney General Harold R. Fatzer said it wasn't at all clear why the Supreme Court had reversed the Kansas court in "The Moon Is Blue" case. He noted that the original appeal by the film's producer and distributor had raised three grounds for overturning the state court: all film censorship is unconstitutional; the standards in the Kansas case were too vague; and there wasn't sufficient judicial review under the Kansas censorship law.

Claims Questions Are Unanswered

The high court's October ruling, he said, gave "no assistance" in answering these questions. He pointed out that while the justices had cited the "Miracle" and "M" cases, those films had been censored as "sacriligious" and "immoral" respectively, while "The Moon Is Blue" was censored as "obscene."

The court's decision, Fatzer argued, "raises doubts as to the validity of the statute without pointing out wherein it is defective." He said he personally did not know whether the court had ruled that all film censorship was unconstitutional, that the Kansas standards were too vague, or that Kansas judicial reivew was inadequate.

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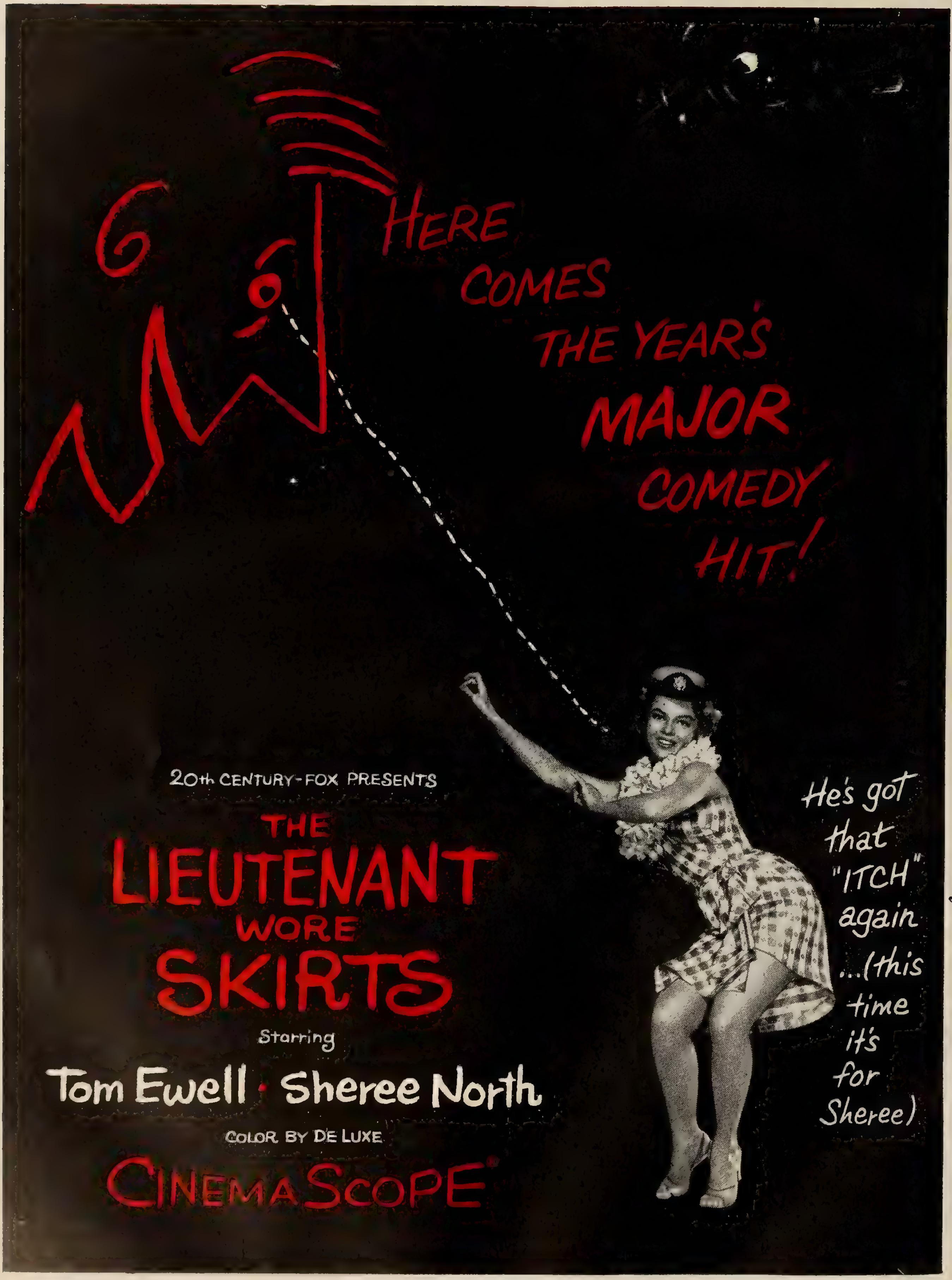
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Story by ALBERT BEICH

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 98

NEW YORK, U. S. A., TUESDAY, NOVEMBER 22, 1955

TEN CENTS

New Technique

Loew's Active With Tests of 65mm. Process

Weighs Entering Wide Gauge Field with 65mm.

By MURRAY HOROWITZ

Another wide gauge film process, Loew's M-G-M's 65mm. process, still is under active consideration by the studio, it was learned here yesterday.

Experiments with the method have been carried on rather extensively on the Coast since last March, it was stated. Whether Loew's will enter

(*Continued on page* 6)

Won't Enter TV Field At This Time, Says Producers Guild

From THE DAILY Bureau

HOLLYWOOD, Nov. 21. – The Screen Producers Guild tonight took a firm pro-theatre anti-television stand in a statement read to the membership at a general meeting by President Samuel G. Engel.

Citing television mediocrity as potentially "damaging" to SPG prestige, the statement said; "it would

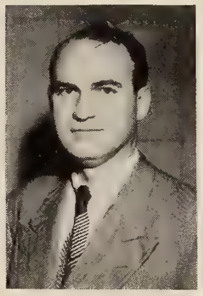
(*Continued on page* 4)

Fly Col. Men Here To 'Duchin' Showing

Columbia Pictures executives from Europe and Great Britain and division managers of the domestic sales force were flown into New York Saturday afternoon to view a rough cut print of the company's "The Eddy Duchin Story," three months before the final print will be ready. This was the first time in the company's history that such measures were taken to give key distribution personnel a look at a rough cut. The rough was brought to New York by director George Sidney and taken back to Hollywood by him after the screening. President Harry Cohn, in New York for a series of meetings, headed the groups who viewed the film.

Now It's Up to the FCC; Directors of RKO, General Teleradio Approve Merger

The boards of directors and stockholders of RKO Radio Pictures and General Teleradio have approved a proposal to merge both organizations into one company, to be called RKO Teleradio Pictures, Inc., it was announced here yesterday by Thomas F. O'Neil, board chairman of both companies. The merger of both RKO Radio and GT is subject to approval by the Federal Communications Commission, which is presently considering the proposal, it is understood.



Thomas F. O'Neil

It was emphasized by a spokesman for both companies yesterday that the new organization, RKO Teleradio Pictures, Inc., would continue to operate with two main divisions—RKO Radio Pictures and General Teleradio. The Mutual Broadcasting System, which is a wholly owned subsidiary of General Teleradio, would become a subsidiary of the new organization, it was said by the O'Neil representative, who pointed out that there would be no "merger of offices or personnel" in the consolidation.

The proposal for corporate merger of GT and RKO Radio was first reported in the MOTION PICTURE DAILY on Nov. 14.

Singapore Shows to Aid Rogers Hospital

The Will Rogers Memorial Hospital tomorrow will be the beneficiary of three special performances of United Artists pictures in Singapore, it was disclosed yesterday by Arnold M. Picker, UA vice-president in charge of foreign distribution.

Through the cooperation of Shaw Brothers, leading Singapore theatre operators, all proceeds of the special performances of "Marty," "Gentlemen Marry Brunettes" and "Shield for Murder" at the Pavilion, Capitol and Rex theatres, respectively, will be donated to the American hospital as a tribute to Tony Chok, UA manager in Singapore, who was a patient in the hospital for nine months recently and has been discharged completely cured.

Press, radio, newsreels and TV will cover the event.

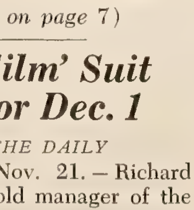
AB-PT Requests New Divestiture Deadline

American Broadcasting-Paramount Theatres has asked the government for another extension of its divestiture deadline.

The present deadline is Dec. 3. At the time of the last deadline, Sept. 3, the company had approximately 38 theatres still to dispose of under the original Paramount consent decree. AB-PT is the only one of the five theatre-owning companies involved in the original Paramount case that has not yet completed its divestiture.

'U' Coast Sales Meet To Start on Dec. 5

Universal Pictures will hold a week-long sales conference at its studios starting Dec. 5 to be attended by the company's sales and advertising and promotion executives from New York and Hollywood, its district sales managers and representatives of Empire-Universal of Canada, it was announced yesterday by Charles J. Feldman, vice-president and general sales manager.



Charles Feldman

Following the studio sales confer-

(*Continued on page* 7)

'Obscene Film' Suit Trial Set for Dec. 1

Special to THE DAILY

LORAIN, O., Nov. 21. – Richard L. Kline, 31-year-old manager of the Lorain drive-in, pleaded innocent before Municipal Judge Leroy Kelly to two charges of exhibiting a film "which tends to corrupt morals" and possession of an "obscene film." Trial was set for Dec. 1. Kline is accused of showing the film "Teaserama."

Austin O'Toole, attorney for the

(*Continued on page* 4)

Weekend Report

Strong Pickup Is Noted for Awards Voting

Interest Is Particularly Heavy in the Midwest

The balloting for the Audience Awards, which is being conducted under the auspices of the Council of Motion Picture Organizations in over 8,000 U. S. theatres, increased sharply in motion picture houses over the weekend with the public overcoming its earlier hesitancy, apparently due to unfamiliarity with the ballot.

The voting, according to COMPO, has been running from "heavy" to "very heavy" in many exchange areas, with 50 to 65 per cent of many theatre audiences casting ballots.

In the Chicago area, more than half-a-million Audience Awards ballots were distributed, and theatre

(*Continued on page* 4)

'Mitchell' Premiere To City Selling Most TB Christmas Seals

Warner Bros. will present the United States city or town selling the most Christmas seals between Nov. 16 and 23 with a complete, Hollywood-style world premiere of its new picture, "The Court-Martial of Billy Mitchell," starring Gary Cooper, it was announced by the National Tuberculosis Association.

The community showing the greatest mail sales of Christmas seals in

(*Continued on page* 4)

Wald to Coordinate Dec. 6 Awards Fete

From THE DAILY Bureau

HOLLYWOOD, Nov. 21. – Jerry Wald, vice-president in charge of production at Columbia Pictures, has been named by the executive committee of the Audience Awards dinner as coordinator for the banquet, which will be held at the Beverly-Hilton Hotel here on Dec. 6.

PERSONAL MENTION

LACY KASTNER, president of Columbia Pictures International, is scheduled to return to New York late this week from the Far East.

•

Martin Salkin, Decca Records executive, is the father of a daughter born to **Mrs. Salkin** at Lenox Hill Hospital here. **Mrs. Salkin** is the daughter of **Milton R. Rackmil**, president of Universal Pictures and Decca Records.

•

William P. Rosen, son of **Sam Rosen**, of Lockwood-Gordon-Rosen Theatres, Connecticut, will be married in Hartford on Nov. 22 to **Shirley Adams**.

•

Sandford Weiner, general sales manager of Continental Distributing, Inc., is the father of a son born on Saturday to **Mrs. Weiner** at Doctors Hospital here.

•

Arnold M. Picker, United Artists vice-president in charge of foreign distribution, has arrived in Frankfurt, Germany, from Madrid.

•

Charles M. Reagan, M-G-M vice-president and general sales manager, has returned here from Hollywood.

•

Morey Goldstein, Allied Artists vice-president and general sales manager, has returned to New York from the Coast.

•

Seymour Schussel, I.F.E. Releasing Corp. Eastern sales manager, will return to New York tomorrow from Washington.

•

Robert W. Coyne, special counsel of Council of Motion Picture Organizations, is scheduled to return to New York today from the Coast.

Alexander to 'U' Puerto Rico Post

The appointment of James Alexander, formerly home office representative in Uruguay, to the post of assistant general manager for Puerto Rico was announced by Americo Aboaf, vice president and foreign general manager of Universal International Films, Inc., oversease distributors of Universal-International Pictures.

At the same time, Morris Paiewonsky, formerly U-I manager in the Dominican Republic, was assigned the post of home office representative in Uruguay and Jose Gonzalez, formerly assistant to Paiewonsky in the Dominican Republic, was named manager of that territory.

Chairman Lasky Reports

George Eastman House Mulls Holding Hollywood Festival

The George Eastman House is considering the presentation of the remaining "George" medals of honor in Hollywood on a date to be selected, it was disclosed here yesterday by Jesse L. Lasky, chairman.

Jesse L. Lasky

Lasky said the proposal was put under consideration following the excellent response of the public to the awards ceremonies held last Saturday in Rochester, N. Y. The projected Hollywood presentations would be made to those unable to attend the Rochester ceremonies, he explained.

He listed the following winners who would be available for the possible Hollywood ceremonies: Actresses Gloria Swanson and Norma Talmadge; actor Ronald Colman, directors Cecil B. DeMille, John Ford and Henry King, and cameramen Lee Garmes, John Sietz and Charles Rosher.

At the "Festival of Film Artists" in Rochester last Saturday, Lasky reported, 3,500 persons crowded the theatre on a snowy night to see those judged most outstanding in the silent film period from 1915 to 1925. A film consisting of clips from films of that period was shown as part of the ceremonies and warmly welcomed by applause, Lasky went on. He added that the audience "mobbed" the silent screen stars and asked for autographs.

Among those present at the festivities to receive their awards were Mary Pickford, Lillian Gish, Mae Marsh, Harold Lloyd, Buster Keaton and Richard Barthelmess. Also directors Frank Borzage and Marshall Neilan and cameramen Arthur Edson and Hal Rosson. Charlton Heston appeared for DeMille to accept the latter's award. Charles Chaplin was not present to receive his, nor is he expected to be available in Hollywood for the projected ceremonies.

Commenting on the response of the Rochester audience to the silent clips, Lasky said that it convinced him that the audiences today want "more wholesome comedies and romances and less violence" on the screen.

He said that the possible Hollywood ceremonies would be held "very soon," probably at the Academy of Motion Picture Arts and Sciences Theatre, or the Screen Directors Guild theatre, or at a theatre to be selected.

'Prisoner' to Be First From New Col. Unit

"The Prisoner" will be the first film to be released by the new special sales division set up by Columbia pictures to handle United States distribution of imported films. The new division is headed by Edward L. Kingsley.

"The Prisoner" will have its American premiere at the Plaza Theatre here early in December.

Marcus Loew Dividends

OTTAWA, Nov. 21. – Marcus Loew's Theatres, Ltd., has declared a regular quarterly dividend of $1 per share and extra dividend of an equal amount on common stock, both payable on Dec. 31 to shareholders of record on Dec. 10.

UAC Dividend Set

OTTAWA, Nov. 21. – United Amusement Corp., Ltd., has declared a dividend of 25 cents on Classes "A" and "B" stock, payable Dec. 15 to shareholders of record on Nov. 30.

Blank Repeats, TOA Will Testify at SSB

ST. LOUIS, Nov. 21. – Theatre Owners of America, through appointed representatives, will testify before the Senate Small Business Subcommittee at that group's hearing scheduled to begin Jan. 25, it was emphasized again here today by Myron H. Blank, president of the TOA, who declared, "If we are not invited to testify, we will make known our desire to the committee."

"The government and courts," said Blank, "impelled by well intentioned objectives, to wit, the breaking up of the monopoly in exhibition, has been responsible for the creation of an even greater monopoly in distribution. We dare not sit idly by and permit to be damaged our investment of billions of dollars invested in brick and mortar."

Para. Pays 50 Cents

The board of directors of Paramount Pictures yesterday voted a quarterly dividend of 50 cents per share on the common stock payable on Dec. 15 to holders of record on Dec. 1.

Schwartz to Head 19-Hour, Jan. 14-15 Arthritis Telethon

Sol A. Schwartz, president of RKO Theatres, Inc., has accepted the general chairmanship of the 1956 telethon of the New York Arthritis and Rheumatism Foundation, it was announced by Floyd B Odlum, nationa chairman of the Foundation and William M. Holmes, New York campaign chairman.

Sol A. Schwartz

The 19-hour television show on behalf of the Foundation will be telecast on Jan. 14-15 on a tri-state hook-up in New York, New Jersey and Connecticut on WABD, Channel 5.

Numerous stars of the entertainment world will appear on the show which will begin at 10 P.M. Saturday and end at 5 P.M. Sunday. Funds are being sought for the Foundation's research and patient aid projects.

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"THE TENDER TRAP"
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N. Y. Times Book Review

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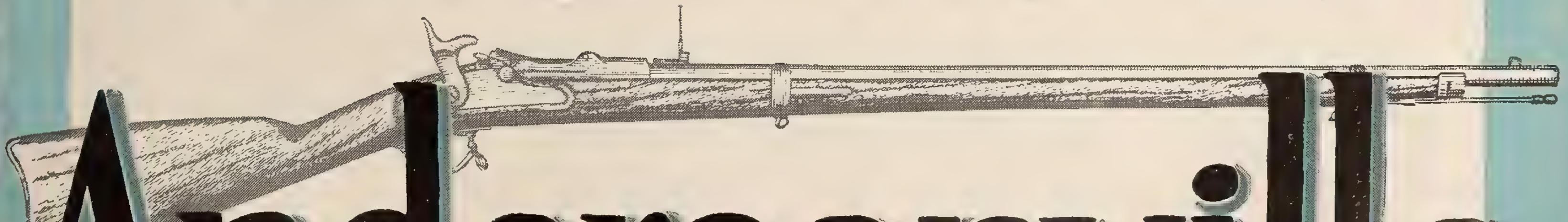

Andersonville

Andersonville

PEOPLE

Gil Lee, formerly with San Diego and Phoenix television stations, has been named assistant general manager of John Mullins' KBTV, Denver.

□

Jack Mullen has resigned as booker for Amalgamated Buying & Booking Service Inc., Hartford, to join the United Artists Connecticut branch as booker.

□

Henry G. Plitt, current vice-president, Paramount Gulf Theatres, who will take over the president's chair on Jan. 1 was elected Southwest regional vice-president of United Cerebral Palsy at the sixth annual UCP convention held in Boston last week end. Plitt is also the president of the United Cerebral Palsy Association of Louisiana.

□

Jack Simons, manager of the Warner Theatre, Bridgeport, Conn., has resumed his duties, following surgery.

□

Bernard Cauley has been named assistant manager of the Meadows Drive-In, Hartford.

'Obscene Film'

(*Continued from page* 1)

defendant, made two unsuccessful attempts to have the charges quashed on grounds that the affidavit contained "apparent defects" and that it stated "a conclusion and contained no facts."

With the approval of City Prosecutor Ray Miraldi, Judge Kelly substituted a $500 cash bond with a personal bond for the same amount to assure Kline's appearance in court. Asked if he would seek a jury trial, O'Toole said: "I'm not through pleading . . . not by a long shot." He indicated there would be "some surprises" before the case was closed.

Simons to Address Canadian Exhibitor

The importance of the motion picture theatre to the business community will be discussed by Mike Simons, M-G-M's director of customer relations, who will be the principal speaker at the annual convention banquet of Quebec Allied Theatrical Interests, Inc., on Dec. 5 in Montreal.

L.A., San Antonio Offices for Mexfilms

Sam Seidelman will fly to Los Angeles today to set up California distribution offices for his Mexfilms company. Later, he will proceed to San Antonio to open offices there.

The New York office of Mexfilms, under Nat Liebeskind, Eastern sales manager, is now in full swing.

Awards Voting Picks Up

(*Continued from page* 1)

managers reported that three out of every four patrons marked a ballot. In the Salt Lake City area, the public's interest in the first annual awards was evidenced by heavy voting over the weekend. One theatre reported that 352 patrons out of 417 voted in the house. Managers there indicated that films which are leading the poll for the "best picture" honor were "Mister Roberts," "Battle Cry," "Blackboard Jungle" and "The Long Grey Line." It was also pointed out that the late James Dean was running far ahead for the "Best Actor" nomination.

400,000 in Cleveland

St. Louis, Atlanta, Portland and Cleveland exhibitors reported that the Audience Awards "was going over very big." The National Screen Service branch manager in Cleveland, Nat Barach, reported that over 400,000 ballots had been put into the campaign in the entire Cleveland exchange territory while the Portland, Ore., area indicated that some 150,000 ballots will be cast in the voting. The balloting across the nation will end at midnight on Sunday.

In New Haven, voting drew large crowds to all downtown theatres, according to Maurice Rosenthal, area chairman, who said that the public's enthusiasm at all theatres was "tremendous." The season's first snowfall, which commenced on Saturday, added nothing but discomfort in the way of sloppy footing and chilling dampness, but it didn't deter crowds of film goers.

San Francisco reported heavy voting over the weekend.

Midwest Speeding Up

Minneapolis reported that balloting in the upper Midwest gathered momentum over the weekend with much public interest. One circuit official said that four theatres ran out of ballots and that the voting was running at the rate of one vote for each three patrons.

Voting in Indianapolis started light but picked up over the weekend. Dale McFarland, general manager of Greater Indianapolis Amusement, estimated that 35 to 40 per cent of theatre goers participated. Spot checking, he said, indicates James Dean leading for best performance by an actor, with Grace Kelly, Doris Day and June Allyson bunched on the distaff side.

"A Man Called Peter" and "Blackboard Jungle" got a heavy early play for "best film."

Asking for Ballots in N.O.

In New Orleans, considerable increase in voting was noted since Thursday. Practically every theatre patron voted at Loew's State, RKO Orpheum and Saenger. The public is reported to be responding enthusiastically, even asking for ballots.

Voting in Houston was extremely heavy over the weekend, it is reported. At the Metropolitan, downtown Interstate circuit house, teen-agers were campaigning near the ballot boxes for votes for their favorites, according to Conrad Brady, Interstate city publicity chief. He noted informal fan clubs springing up temporarily around the ballot boxes, to promote votes for favorites among patrons who had not yet made up their minds.

Weekend balloting in the Audience Awards poll in Washington was good in first-run situations, but not so good in neighborhood theatres. Downtown and first-run theatres reported that anywhere from 25 to 60 per cent of their audiences lined up to vote in the poll. In the neighborhood houses, the percentages of voters ranged from less than 10 per cent of the audience to 25 per cent.

Aid from L.A. Papers

Frank McFadden, who is handling publicity for the West Coast Awards campaign, reported to COMPO that voting in Southern California theatres was "huge" with nearly one-half of the theatres in the area carrying Audience Awards copy on their marquees. Newspapers in the Los Angeles area carried a total of 9,000,000 ballots, with many of these being deposited in place of theatre ballots.

Alice Gorhamn of the United Detroit Theatres, in informing COMPO of the excellent results being attained in the Audience Awards in her area, said that more than 50 per cent of the early audiences were casting votes in the election. Chicago indicated that the city-wide average was probably well over 50 per cent while more than 70 per cent of the audiences in Balaban & Katz theatres were voting.

Shorter and Simpler Ballots Would Help, Hollywood Feels

HOLLYWOOD, Nov. 21.—Although it is estimated that 50 per cent of the patrons attending theatres on a representative weekend voted in the Audience Awards poll, exhibitors queried by MOTION PICTURE DAILY said more would have participated if the ballot were shorter, simpler, less time-consuming.

Frequent instances were observed, it was said, when patrons, arriving or departing, started to fill out the ballots and stopped before finishing.

Exhibitors were uncertain whether, and to what extent, if any, the poll and the accompanying promotion influenced weekend patronage.

COMPO Ad Tells Why Papers Get 1st Results

The current Council of Motion Picture Organizations advertisement in "Editor & Publisher" tells newspaper editors why the winners of the Audience Awards elections will be given first to national wire services and newspapers.

Elmer C. Rhoden, national audience Awards chairman, lists the reason why newspapers get the winners first "as it was only fair that we reciprocate by giving them first consideration," as the newspapers have printed numerous stories about the Awards.

SPG Hits TV

(*Continued from page* 1)

be as imprudent as it would be impractical for SPG to enter the TV field."

Mentioning offers from "all networks and major TV producers" and the guild's rejection of such bids, the statement continued in part.

"The guild has high regard and respect for TV as a medium of information and entertainment, but feels its prestige would be seriously damaged were it to conform to standard and practices generally in use today in the TV industry . . . the guild i cognizant that within the TV industry there are gifted and skilled creators and artists. If the quality of the product which most of them have put out has not always been first rate it was not due to a lack of creative talent, but to methods of operation under which they are compelled to create their wares."

Some Members Active

The statement continued, "A few of our members are now engaged in producing remarkably good TV programs, and others have produced an occasional outstanding show. Without exception, we have the testimony of all these men that until the TV industry can afford higher budgets with which to acquire good basic material, fine writing, top-rate direction and excellent artists, it would be as imprudent as it would be impractical for the guild to enter the TV field."

The statement summed up, "should the time come when making quality pictures for TV will be the rule rather than the exception SPG will be more than willing to offer the services of its experienced and talented members."

First Statement of Policy

Although the Screen Directors Guild has lent its name to both radio and television programs, with results deemed satisfactory by SPG officers, no other talent guild has done so. SPG is the first, however, to state its reasons formally.

'Mitchell' Premiere

(*Continued from page* 1)

proportion to its population during these first seven days of its local drive will be awarded the world premiere on Dec. 14. Last year's winner was the town of Saranac Lake, N. Y., which played host to the opening of Warners' "The Silver Chalice."

The Christmas seal contest was launched by a number of network TV shows including the Ed Sullivan show, Art Linkletter's House Party, the Bob Crosby show, Truth or Consequences and others. Screen stars Tab Hunter, Joan Fontaine, and others are making personal public appeals on TV during the campaign.

The winning town will receive a full packaged world premiere including stars, red carpets, bright lights and the first public showing of "The Court-Martial of Billy Mitchell" in CinemaScope and WarnerColor.

PATRONS ARE YOUR BEST PROSPECTS

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NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

GO SHOWMANSHIP DURING THE "GEO. F. DEMBOW SALES TRIBUTE", SEPT. 5-DEC. 15

Technicolor Release Print Prices Hiked; Answer Print Cut

Technicolor announced yesterday that due to increased costs of labor resulting from recent labor negotiations, it would be necessary to increase prices for 16mm. and 35mm. dye transfer release prints ¼ cent per foot and to increase some other prices.

Simultaneously, Technicolor announced a reduction in the price of 35mm. dye transfer answer prints from 97 cents to 65 cents per foot.

The price changes are effective as of Oct. 26 and apply to all product furnished from the Hollywood plant of Technicolor on or after that date.

Dr. Herbert T. Kalmus, president and general manager, also announced a general policy of not requiring advance payments for release print orders placed on or after March 1, 1956, for manufacture at the Hollywood plant of Technicolor.

Manfredonia Named IFE Rep. in D.C.

I. F. E. Releasing Corp. has appointed Arthur Manfredonia as sales representative in the Washington area, it was announced by Manny Reiner, general sales manager.

The new move, in line with I.F.E.'s policy of having sales representation in all key territories, divides the Washington-Philadelphia area into two separate territories with representatives in each. Irving Schiffman, who formerly operated out of both cities, will now confine his activities to the Philadelphia territory.

Manfredonia has been in exhibition for 25 years, 24 with Warner Brothers Theaters and the past year with the Roth Circuit as general manager of its Washington theaters.

REVIEW:

The Vanishing American

Republic

HOLLYWOOD, Nov. 21

THERE are good Indians—the Navajos—and bad Indians—the Apaches—and a great many white people, most of them bad, in this latter-day picturization of a Zane Grey novel that has held frontal place on the bookshelves of the nation a good long time now, a long enough time so that the title has more marquee meaning than most in its field. Further, the production brings into box-office range more names of note—Scott Brady, Audrey Totter, Gene Lockhart, Forrest Tucker—than are often to be found in a cast of this kind. The film also has stimulating background, having been shot in the relatively untouched Utah mountain terrain, that might have been more so if caught in color, but has audience value as is. These assets go a considerable way toward compensating for shortcomings that temper materially the earnest efforts of the actors and of director Joe Kane but may escape serious objection on the part of the Western "fans" who, presumably, provide principal patronage for the Grey works at this late and TV-conditioned date.

The script derived by Allan LeMay from the Grey novel has flashes of brilliance, as in sequences that describe circle-fires set to destroy herds of sheep, and in dialogue that furnishes past information without resort to cut-backs, but is as choppy as a rail fence. Additionally, and in common with more than a few period pictures of present manufacture, it makes loose use of 1955 slanguage in 1900 discourse. On the plus side, though, it is to be said that nobody's ever left in doubt about on which side of the good-bad equation any of the characters belongs.

The script has Miss Totter arriving in a lawless community dressed up but equipped with side-arms in quest of her share in a water-scarcity swindle that can't continue successfully if she obtains possession of a water-hole which is her heritage. The baddies, led by Tucker and Lockhart, try to stop her, and the best of the good Indians, Brady, tries to help her. Large numbers of killings, plottings, captures, escapes, a battle, a siege, a torturing and two attempted assaults upon virtue take place before the determined white heroine and the Indian hero embrace in the fadeout. Joe Kane's direction is firm and sure, inside the sequences, but the sequences often have the quality of seeming to be filmed for their own sake and to bear but slight and incidental relationship to the sequences fore and aft.

Running time, 90 minutes. Adult classification. For November release.

WILLIAM R. WEAVER

65mm.

(*Continued from page* 1)

the wide-gauge field in the immediate future remains undecided, however, it was said.

The possibility of shooting "Ben Hur" as the first property in the 65mm. process was reported when Loew's first indicated last spring that it was experimenting with a 65mm. process.

Follows Two Other Systems

The most recent wide-gauge entry is 20th Century-Fox 55mm. method, which involves shooting in 55mm. and reducing the negative for 35mm. projection except for yet-to-be announced road-show 55mm. engagements. Others include Paramount's VistaVision which utilizes horizontal shooting in order to gain added picture area and print adjustment for 35mm. projection. VistaVision, however, with special equipment also can be projected horizontally, a method employed at the Radio City Music Hall here.

The road-show wide gauge film processes includes the Cinerama and Todd-AO processes.

$1,300,000 Ad Budget For 'The Conqueror'

An advertising and exploitation budget of $1,300,000, largest ever accorded an RKO picture, has been set for "The Conqueror," it was announced yesterday by Walter Branson, vice president in charge of distribution.

"Utilizing every medium of communications, we plan to have the biggest pre-selling campaign for any film in the company's history," Branson stated.

Mutual Network Scheduled

"In addition to an intensive saturation in national magazines, newspapers, film trade papers and point-of-sale outlets, for the first time in the history of motion picture merchandising the entire facilities of the world's biggest network—the 586 radio stations of the Mutual Broadcasting System plus the network's five key-city television stations will be used to pre-sell 'The Conqueror,'" Branson said.

"Under the direction of Terry Turner, special consultant for radio-TV exploitation of the picture, these and all other radio and TV networks will be utilized as integral parts of the campaign.

"Plans are now being formalized for an early Spring release, with the exact date to be announced shortly," Branson continued.

Eric Golding Heads MGM St. Johns Office

Eric Golding, salesman at M-G-M's branch at St. John's, Canada, has been promoted to branch manager, succeeding the late Abraham E. Smith.

Golding joined M-G-M in 1927, working at the St. John's exchange as an assistant booker.

Newest, quietest, most luxurious long-range airliners in the world . . .

TWA's SUPER-G CONSTELLATIONS

NON-STOP COAST TO COAST

TWA
AIRLINES

★ Luxurious "Starlight Lounge"
★ Richly decorated cabins ★ Gourmet meals
★ Complete beverage service

Here's a combination of unmatched luxury and outstanding speed never before possible—TWA's Super-G Constellation! This great new luxury service is yours non-stop between New York and Los Angeles or San Francisco, and between many other key cities in the U.S. See your TWA travel agent or call TWA, Trans World Airlines.

Fly the finest . . . **FLY TWA**
TRANS WORLD AIRLINES
U.S.A. · EUROPE · AFRICA · ASIA

'U' Coast Meet

(Continued from page 1)

ence, the division sales managers will hold a series of sales meetings with their district managers, branch managers and salesmen in St. Louis, Cleveland, San Francisco, Cincinnati, Boston, Kansas City and Chicago to reveal forthcoming releasing and promotional plans.

Milton R. Rackmil, president; N. J. Blumberg, chairman of the board; Alfred E. Daff, executive vice-president; Edward Muhl, vice-president in charge of production, and vice-president David A. Lipton will join the sales and advertising and promotion executives at the meetings.

Feldman to Preside

Feldman will preside at the meetings and head the sales contingent which will include Ray Moon, assistant general sales manager; F. J. A. McCarthy, Southern and Canadian sales manager; P. T. Dana, Eastern sales manager; Foster M. Blake, Western sales manager; James J. Jordan, circuit sales manager; Harry Fellerman, sales head of the U-I special films division; Irving Sochin, short subjects sales manager, and Norman E. Gluck, vice-president and television sales manager of United World Films, Universal's subsidiary.

District managers who will participate will be Manie M. Gottlieb, Chicago; Barney Rose, San Francisco; Lester Zucker, Kansas City; Joseph Gins, Boston; P. F. Rosian, Cleveland; James Frew, Atlanta; Henry H. Martin, Dallas, and David A. Levy, New York.

Canadian Head to Attend

A. W. Perry, president of Empire-Universal which distributes Universal's pictures in Canada; Mark Plottel, Empire-Universal sales manager, and M. J. Isman, Eastern district manager, will participate.

Charles Simonelli, Eastern advertising and publicity department manager; Jeff Livingston, Eastern advertising manager, and Robert Gillham, vice-president of Cunningham & Walsh, Universal's advertising agency, will be present.

Some N.J. Theatres to Close Dec. 19-23

Some theatres throughout New Jersey are considering closing down during the Dec. 19-23 pre-Christmas period to give employees "a few days off," according to Sidney Stern, president of Allied Theatre Owners of New Jersey.

Stern said here yesterday that the pre-Christmas period is "one of the poor business times" confronting local exhibitors, who feel that their employees deserve a little vacation then. The ATONJ president said that the decision to close down is not new, as many theatres closed at Christmas time in the past because the holiday was on a weekday. He said that since the holiday is on a weekend this year, the theatres are considering closing down before the holiday weekend commences.

REVIEW:

Hill 24 Doesn't Answer

Sikor Films—Continental

The Israeli film industry makes its first important entry in the international market with this production, "Hill 24 Doesn't Answer," which depicts the struggle of modern Israel for independence. The picture's assets are impressive: a professional script compounding popular elements of action and romance; some splendid photography; and thoroughly capable work by a talented cast under the guidance of English director Thorold Dickinson. The chief handicap is its lack of marquee names, but the film may override that due to its timeliness.

It is an exciting story of how a patrol of four soldiers, an Irishman and three Jewish people, one a girl, are assigned to hold a fortress against Arab attempts at occupation. The story, related at a rapid pace, is told in flashbacks after the Israeli patrol is found dead. Romance is the theme of the first episode; the second tells how an American tourist becomes one of the patrol; and the third deals with the capture of a German mercenary fighting for the Arabs. The story of the girl is not told for some reason.

The three episodes are fine; the romance is credible, and sometimes touching and the battle scenes are realistic. These stories also serve to give a fascinating insight into varied aspects of life in modern Israel.

As noted, all of the performances are good. The one by Haya Harair, as the girl, won a citation at the Cannes Film Festival—a fact which may have some promotional significance for art theatre exhibition. The picture was produced for Sikor Films by Dickinson and Peter Frye, with the latter also credited with writing the screenplay with Zvi Kolitz. The cast, besides Miss Harair, includes Jack Mulhard, Michael Shillo, Michael Wager and Margalit Oved.

Running time, 102 minutes. General audience classification. Release in November.

Pacific Northwest Hit By Severe Weather

PORTLAND, Ore., Nov. 21.—For the past week, the Pacific Northwest has been experiencing the most severe weather in 53 years, according to authorities, and predictions are that there will be more of the six inches of snow and zero temperatures in all sections of Oregon and Washington.

All drive-ins which had been operating for two nights of the week, closed and put out signs, "Closed for the Winter."

Reports also that even the downtown and suburban theatres had a drop of from 10 to 15 percent in attendance.

Eugene, Ore., was hard hit when the power plant was damaged by hard winds and closed down. Auxiliary power was employed from a fruit processing plant.

Elliott Witt Named Treasurer of H-L

Harold Hecht announced before leaving for Paris that Elliott Witt had joined the executive staff of Hecht-Lancaster Productions as treasurer.

Witt, a former Warner Bros. executive, succeeds Ernest Scanlon, who resigned last week but continues his association with the company as a special consultant.

Hecht-Lancester are currently producing "Trapeze" for United Artists release.

6 Start, 4 Finished; 35 in Production

HOLLYWOOD, Nov. 21.—With six new pictures starting and four others being operated (two-point increase) last week, the total number of pictures in production reached 35 once again.

Started were: "Zarak Khan," Warwick Productions, CinemaScope, Technicolor (Columbia); "The Rack," (Metro-Goldwyn-Mayer); "Pardners," VistaVision, Technicolor (Paramount); "Man Betrayed," Todon Productions (RKO-Radio); "Toy Tiger," Technicolor, and "Apache Agent," CinemaScope, Technicolor (Universal-International).

Completed were: "City of Women," Lorraine Productions, wide-screen, color (Independent); "Carousel," CinemaScope, color (20th-Century-Fox); "Raw Edge," Technicolor (Universal-International); "A Cry in the Night" (Jaguar Prods.).

Malco Sued Over Accident to Patron

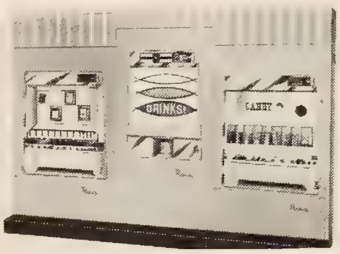
MEMPHIS, Nov. 21.—A $100,000 suit was filed in Circuit Court here today against Malco Theatres, Inc., by Virginia Lee Grannis Bigham, 19, charging that on May 29 she was standing in front of the Malco Theatre when a door toppled through an arch, knocked her to the pavement and fell on top of her, inflicting injuries that required long hospitalization.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

THE Bausch and Lomb Optical Company, Rochester, N. Y., has announced a new anamorphic lens designed and priced "to bring CinemaScope within the budgets of small neighborhood theatres and drive-ins." It is stated by the company that the new lens is "equal in performance to (its) previous anamorphic lens" and that it "will produce clean, clear colors, edge-to-edge sharpness and a full tonal range." The company is marketing the new lens through its regular theatre supply outlets.

●



New among vending equipment especially designed for theatres is the new "package" of the Rowe Manufacturing Co., Inc., New York. It combines three Rowe machines—for candy, soft drinks and cigarettes—into a single unit for display merchandising. Two of the vendors—an 11-column "Candy Merchant" and a 1200-cup soft drink machine—are completely new in design and styling. Like their companion cigarette vendor they feature illuminated "showcase" displays recessed into the machine.

●

For drive-in playground the Jamison Mfg. Co., Los Angeles, has a new steel, round-deck merry-go-round. It has a capacity of 30 children at a time. The equipment is made in sections for easy shipment and can be assembled with standard tools. The deck sections are painted in red, green, yellow and blue.

●

Activeaire Devices, New York, has a new electric hand dryer which also scents the hands and washroom and provides ultra-violet radiation to kill air-borne bacteria. Known as "Model L," it starts at the press of a button and an automatic timer turns it off after 40 seconds.

●

A film splicer designed to be used with the new DuPont "Cronar" polyester film base in addition to standard acetate film has been developed by Irving I. Merkur of the Ace Electric Mfg. Co., New York. It is being distributed by Camera Equipment, Inc., New York.

YOUR CHRISTMAS PACKAGE...

The World-Famous Book With The Greatest Pre-Sold Audience Ever

IS ALL WRAPPED UP FOR SMASH BUSINESS!

THE BIG MONEY
SUCCESSOR TO
"HEIDI"!
BIGGER! BETTER!
GREATER! and in
COLOR!

"HEIDI AND PETER"
Print by TECHNICOLOR
BOOK IT NOW!

Produced by LAZAR WECHSLER
Directed by FRANZ SCHNYDER
Based on the book by Johanna Spyri

thru UA

The Christmas attraction at New York's Little Carnegie Theatre!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 99 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 23, 1955 TEN CENTS

Defers Acceptance

Arbitration Draft Tabled By M.M.P.T.A.

Must Await Unanimous Approval to Take Action

The Metropolitan Motion Picture Theatre Association of New York tabled action on the proposed arbitration draft at a membership meeting here yesterday.

The failure of MMPTA to take action was viewed as a set-back for arbitration and met with surprise in some distribution circles, although it was felt that the draft had enough support to warrant further efforts on its behalf.

In a prepared statement, MMPTA president Emanuel Frisch, stated that it was the feeling of the membership that substantial progress had been

(*Continued on page* 5)

L. J. Williams Heads Missouri-Illinois TO; Compo Is Supported

Special to THE DAILY

ST. LOUIS, Nov. 22. – L. J. Williams, of Union, Mo., today was elected president of the Missouri-Illinois Theatre Owners at the second and final day of its 1955 convention held here at the Chase Hotel.

Thomas James, of St. Louis, was named chairman of the board; Park Krueger, St. Louis, vice-president; Charles Goldman, St. Louis, treasurer; A. E. Margarian, East St. Louis, Ill., secretary.

Regional vice-presidents are: Philip

(*Continued on page* 5)

Cites Expansion Of TV in Europe

The expansion of television facilities in Europe during the past two years was reported here yesterday by Ernest A. Marx, director of the international division of Allen B. Du Mont Laboratories, Inc.

Marx, who recently returned from a business trip to Europe, ascribed the expansion to improved economic

(*Continued on page* 5)

Concerned Over 'Laxity'

Catholic Bishops to Launch Crusade Of Guidance on Films' Moral Trends

From THE DAILY Bureau

WASHINGTON, Nov. 22.–A crusade of instruction and guidance on moral trends in motion picture entertainment has been called by the Catholic bishops of the United States, prompted, it was said, by a "rising tide of moral laxity in movies."

Acting on a report of the Most Rev. William A. Scully, bishop of Albany and chairman of the Bishops' Committee on Motion Pictures, the hierarchy has approved plans calling for revitalization of the aims and purposes of the National Legion of Decency. The crusade will reach into every one of the Church's 131 archdioceses and dioceses "to correct the apathy of many people and to arouse Catholics to vigorous protest over the

(*Continued on page* 5)

Formal Request

Allied Plea to D of J: Reject Arbitration

From THE DAILY Bureau

WASHINGTON, Nov. 22.–Allied States Association has formally called on the Justice Department to reject the proposed industry arbitration draft.

The association has already forwarded to the Attorney General, it was learned, a copy of the arbitration resolution adopted at the recent Allied convention. That resolution noted that the convention had re-

(*Continued on page* 4)

FCC May Re-Write Radio, TV Net Rules

From THE DAILY Bureau

Television Today.. WASHINGTON, Nov. 22.–The network study committee of the Federal Communications Commission suggested today that possibly the Communications Act and the chain

(*Continued on page* 5)

Send Only Finest: Golden

Stepped-Up Participation In Film Festivals Urged

By J. A. OTTEN

WASHINGTON, Nov. 22.–U. S. Film companies should step up their participation in international film festivals, and should send only their very finest films there, Commerce Department film chief Nathan D. Golden recommended today.

Nathan Golden

Golden also cautioned that the finest films were not necessarily the most extravagant nor–with "The Blackboard Jungle" furor obviously in mind–the most controversial.

His recommendations were contained in a report on the Cannes Film Festival this spring. Golden was the U. S. delegate to that festival.

His report said that film companies and the U. S. government should participate "energetically and extensively" in future approved festivals in order to hold on to the American share of the international film market. Noting that a very simple film–"Marty"–won the top prize at the Cannes festival, Golden said "it is possible that neither box-office returns nor the intensity of controversy provoked are the best guides

(*Continued on page* 4)

First to Move

N.J. Allied Launches EDC Project Here

Meets Today with Para. Branch Manager Sattler

Allied States Association's regional Emergency Defense Committee will swing into action today when a three-man committee of Allied Theatre Owners of New Jersey will meet with Paramount's New York branch manager to discuss film rentals and other trade practices affecting northern New Jersey exhibitors.

This is believed to be the first regional unit to initiate the project which was devised at Allied's national convention in Chicago earlier this month.

ATONJ president Sydney Stern, following a meeting of the unit's officers here on Monday, disclosed that "watchdog" Wilbur Snaper, Irving

(*Continued on page* 5)

Theatres Asked Not To Reveal Leaders In Awards Balloting

Exhibitors across the nation were cautioned by Elmer C. Rhoden, national chairman of the Audience Awards, not to reveal the standings by votes of any contenders "for fear that we may unthinkingly hurt the popularity of pictures or personalities."

Rhoden, however, suggested, in his letter to all exchange area Audience

(*Continued on page* 2)

USIA to Seek 100% Increase in Budget

From THE DAILY Bureau

WASHINGTON, Nov. 22–The U. S. Information Agency will ask Congress next year to almost double its current $85,000,000 appropriation, agency chief Theodore Streibert declared.

The agency carries on the government's overseas information program. Streibert did not indicate just how the

(*Continued on page* 4)

PERSONAL MENTION

MORT BLUMENSTOCK, Warner Brothers vice-president in charge of advertising-publicity, will return to Hollywood by plane today from New York.

•

MILTON R. RACKMIL, president of Universal Pictures, became a grandfather again when his daughter, MRS. MARTIN SALKIN, gave birth to a son at Lenox Hill Hospital. SALKIN is an executive of Decca Records, of which RACKMIL also is president.

•

ROBERT WISE, director, will return to Hollywood today from New York, with a short stop scheduled in Chicago.

•

IRVING WERTHAMER, Paramount branch manager, has returned to his Milwaukee headquarters from New York.

•

MANNY REINER, I.F.E. Releasing Corp. general sales manager, will return to New York today following a cross-country trip.

•

TOM ANDRE and MALCOLM BROWN, of the M-G-M studios, will return to the Coast on Saturday from New York.

•

OSCAR HOMOLKA and his wife, JOAN TETZEL, will return to New York today aboard the "Queen Elizabeth."

•

BOB RICH, Associated Artists general sales manager, is in Dallas from New York.

•

E. K. "TED" O'SHEA, Paramount vice-president, has left New York for a trip through the South.

Times Film Acquires Argentine Picture

"Dark River," a film drama produced in Argentina, has been acquired for distribution in the United States by Times Film Corp., it was announced by Jean Goldwurm, president.

The film co-stars Hugo Del Carril and Adriana Benetti in the chief romantic roles. "Dark River" was directed by Del Carril.

No Paper Tomorrow

MOTION PICTURE DAILY will not be published tomorrow, Thursday, Nov. 24, which is Thanksgiving Day and a legal holiday.

Youth Gets Merchants To Finance 'Scope

Special to THE DAILY

DELTA, O., Nov. 22.—A young man, new to the industry, recently leased the Lyric Theatre, only local picture house, from Bert Schoonmaker who closed it two years ago because it produced no profit. But Richard Beals, the new operator, sensing the mutual dependence of theatre and merchants, secured the sponsorship of the town's 60 merchants who advanced enough money to install CinemaScope equipment and fix up the house so that it would be attractive. With the financial backing and boosting of the merchants, the theatre now can play top product and is operating successfully.

Tent No. 1's Annual Banquet Pulls 1,000

PITTSBURGH, Nov. 21.—Shirley Jones returned to Hollywood today to resume work on "Carousel" after accepting an award last night in Hotel William Penn as "the person who brought the most fame to Pittsburgh during the year" at the Variety Club's 28th annual banquet. "Post-Gazette" critic Harold Cohen made the presentation to Miss Jones who hails from nearby Smithton.

The banquet which drew nearly 1,000 persons found General Carlos Romolo, Ambassador from the Philippines to the United States, as the main speaker. Mark J. Wolf, International Main Guy, disclosed that Pittsburgh Chapter Tent No. One had been awarded the International Heart Award for its work in behalf of the Catherine Variety Fund and the construction of a new wing to the Roselia Maternity Hospital.

Award to Sportscaster

The local tent's own Humanitarian Award went posthumously to Albert K. (Rosey) Rowswell, the Pirate baseball broadcaster, for the comfort and cheer he brought to thousands of shut-ins. His son, William, accepted the plaque in his father's memory.

'Picnic' Is Given A 'Sneak' Here

Columbia's "Picnic," forthcoming CinemaScope version of the Pulitzer Prize play, was "sneak" previewed here last night at the Loew's 72nd Street before an invited audience of industry leaders and members of the press.

Harry Cohn, president of Columbia, in New York for a series of meetings, led a large contingent from his company. Joshua Logan, director of "Picnic," was on hand together with co-star Rosalind Russell and featured players Betty Field and Arthur O'Connell.

Predict $10,000,000 'Conqueror' Gross

RKO Radio Pictures foresees a $10,000,000 world-wide gross for the Howard Hughes CinemaScope production of "The Conqueror," according to Perry W. Lieber, national director of advertising, publicity and exploitation for RKO Radio.

Speaking at a trade press conference at General Teleradio headquarters here yesterday with Terry Turner, GT special consultant for the radio-television exploitation for the film, it was disclosed by Lieber and Turner that "The Conqueror" is expected to be the biggest foreign grosser in the history of RKO Radio.

Charity Premieres Planned

Turner said that RKO Radio had allotted $1,300,000 as the over-all promotional budget for the picture which will have "one-shot" charity premieres in the overseas market, as well as in Washington and Ottawa, Canada, between Jan. 25 and 30. The domestic debut of "The Conqueror" will take place from "three to four weeks" later in 12 key cities, Turner said.

The radio-exploitation consultant declared that roughly "one third of the over-all promotional budget will be allotted to radio and television." He also said that about $250,000 will be for national magazines with another $30,000 set aside for the foreign premieres.

Will Shoot Openings Abroad

Turner said that 16mm. films will be taken at each of the foreign premieres "to catch the local flavor and interest" and that these films will be edited for television distribution in America, prior to the domestic openings. He said that the length of these 16mm. films would depend on the "material shot at each premiere."

Exhibitor Awarded $27,905 for Fire

OKLAHOMA CITY, Nov. 22.—A suit to collect $27,905.89 from eight insurance companies on policies covering the Frontier Theatre here which was destroyed by fire, was settled in Federal District Court in the full amount.

After hearing testimony for two days, a jury awarded the amount requested to George Pomeroy, Amarillo, owner of the theatre which burned on May 23, 1954. Under the policy terms the insurance firms owed him for damage to contents, improvements, equipment and films.

Brandt to MC Lunch

Harry Brandt will be the emcee at the Associated Motion Pictures Advertisers luncheon which will be held at the Hotel Piccadilly here on Tuesday, it was announced here by Dave Bader, president.

Ask Theatres

(*Continued from page 1*)

Awards chairmen, that it would be proper, to satisfy local interests, to list alphabetically the five top contenders in each category and point out that the order in which the names appear did not necessarily constitute local or national standings.

Sees Interest "Snowballing"

The Council of Motion Picture Organizations, in a spot check of several key situations throughout the country, reported that interest in the election, stimulated by the growing publicity in newspapers, television and radio, was "snowballing."

Exchange area chairmen reported that large percentages of all audiences were casting their ballots and that teenagers and women in a number of cities have been expressing the most interest. San Francisco indicated that 25 per cent of the ballots distributed in participating theatres had already been cast.

Rosenzweig to Head S-W Concessions

Harry M. Kalmine, vice-president and general manager of Stanley Warner Theatres, yesterday announced the promotion of Bernard H. Rosenzweig to be head of the company's concession department.

Rosenzweig came to the company after his graduation from the Graduate School of Business Administration, Harvard University. He began his career in the financial department of the company and later became assistant to W. Stewart McDonald, Stanley Warner treasurer. He was advanced to the real estate department five years ago, while at the same time, continued to handle various special problems in the financial department.

'Golden Arm' Trailer

A special theatrical trailer for Otto Preminger's "The Man With the Golden Arm" featuring columnist Drew Pearson will be shown this week at 40 key houses located in and near New York, Los Angeles and Chicago.

"Showplace of the East"
FOR YOUR SCREENINGS
CINEMASCOPE
- Three Channel interlock projection
- 16, 17½ & 35 mm tape interlock
- 16 mm interlock projection

CUTTING & STORAGE ROOMS
MOVIELAB
THEATRE SERVICE, INC.
619 W 54th St. • N Y 19 • JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sxth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-president; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

"They don't want heavy dramas
for Christmas—New Years!"

"Let's give the folks gayety and music and romance, an eyeful of beauty and joy. Of course, I'm talking about M-G-M's

'KISMET'

It's the famed stage hit on the screen and what a holiday attraction!"

RADIO CITY
Music Hall

The world's largest theatre, Music Hall, N. Y. has booked it for the best playing time of the year!

M-G-M presents in CINEMASCOPE
"KISMET"
starring
HOWARD KEEL · ANN BLYTH
DOLORES GRAY · VIC DAMONE
with MONTY WOOLLEY • SEBASTIAN CABOT
Screen Play by CHARLES LEDERER and LUTHER DAVIS • Adapted from the Musical Play "Kismet"
Book by CHARLES LEDERER and LUTHER DAVIS • Founded on "Kismet" by Edward Knoblock
Music and Lyrics by ROBERT WRIGHT and GEORGE FORREST
Music Adapted from Themes of Alexander Borodin • Photographed in EASTMAN COLOR
Directed by VINCENTE MINNELLI • Produced by ARTHUR FREED

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

Allied Asks

(*Continued from page 1*)

jected the arbitration draft and called on the association's officers to take whatever steps were necessary to prevent approval by Justice and the Federal District Court.

Losing no time, Allied general counsel Abram F. Myers has sent this resolution to Attorney General Brownell, with a specific request that the Attorney General turn down the plan when it is submitted to him.

Justice officials have said the plan has not yet been submitted to them formally for approval. They also said the opposition of Allied and Southern California Theatre Owners Association would "not necessarily" induce them to reject it. However, they did not say what stand they would actually take.

Allied has not yet forwarded to Justice officials the text of the convention's resolution attacking expansion of the divorced circuits, but it is expected to do this shortly.

John Grant Rites

HOLLYWOOD, Nov. 22—Funeral services for John Grant, 64, longtime Abbott and Costello staff writer, who died Saturday of a heart attack will be held here tomorrow.

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

A SHOCKINGLY horrifying film, depicting brutality on the march during the more than 30 years of the Communist regime in Russia, is the picture "Nightmare In Red," the first of NBC's new TV series, "Project 20" which Armstrong Cork Co. has purchased for presentation Tuesday, Dec. 27, 9:30-10:30 P.M. in place of "Armstrong Circle Theatre." Henry (Victory At Sea) Salomon is the producer and Alexander Scourby is narrator. . . . "Camera Three," public service TV series presented each Saturday (2:00-2:30 P.M.) by CBS and the N. Y. State Education Dept., will present Feodor Dostoevsky's world-famous psychological novel, "Crime And Punishment," over an eight-week sked beginning Saturday. Produced by Robert Herridge, directed by Frank Moriarty, with James Macandrew, moderator, the program will star Gerald Sarracini as "Raskolnikov," Silvia Short as "Sonia" and Lee Henry as "Inspector Porfiry Petrovitch."

☆ ☆ ☆

Don Voorhees and the Bell Telephone Hour Orchestra will broadcast for the first time next Monday, NBCoast-to-Coast, the composition "Suzy," from the new Rodgers & Hammerstein musical, "Pipe Dream," which opens on Broadway the following Wednesday. . . . The Stark-Layton production, "Modern Romances," which boasts the highest rating (Nielsen) of all NBC-TV daytime shows, will be NBColgated for an additional 13 weeks. Martha Scott is the program's story editor. . . . Increased activity in the color film department has resulted in the expansion of Circle Film Laboratories' technical staff. Prexy Herbert R. Pilzer has promoted Joe David, responsible for improvements in the processing of TV films, to plant supervisor and Fred Todero, inventor of several basic color processing machines, has been upped to the post of production manager.

Don Voorhees

☆ ☆ ☆

Nelson Case, spieler of the ABCommercials on TV's "Masquerade Party," has been renewed by producer Ed Wolf for another season. Nelson is also heard Sundays as announcer on the NBC-TV production, "Wide, Wide World." . . . Claire Mann, whose daily (Mon. thru Fri.) morning series TVia Channel 7 utilizes an interesting and highly understandable approach to the importance of adult education, has lined up as guests on her program prominent educators from metropolitan schools and colleges. . . . Newshawks and radio-TV commenators will preview Ludwig Bemelmens' original paintings Monday at the Hammer Galleries. Incidentally, Helen Hayes will play "Lady Mendl" in the Charles MacArthur-Anita Loos adaptation of Ludwig's book, "To the One I Love the Best," which Gilbert Miller will produce on Broadway this winter. . . . Melvyn Douglas and Ed Begley, currently seen in the Broadway hit, "Inherit the Wind," will appear together Sunday on the "Alcoa Hour" TVehicle, "Thunder in Washington" on the NBChannel.

Nelson Case

☆ ☆ ☆

Mike Wallace, newscaster and commentator WABDeluxe, will be named honorary editor of the C.C.N.Y. Observation Post on the "Wendy Barrie Show" tomorrow. . . . Three new account execs added to the WABC-TV sales force include John R. Porterfield, formerly with Storer Broadcasting, also James E. Szabo and Leonard Hammer, both formerly with Adam Young TV. . . . Dennis James, star of the "ABChance of a Lifetime" TV series and the show's ork pilot, John Gart, have collabbed on a torch ballad, "Empty Chair," which sounds like a near future Hit Parader. . . . WABD's Igor Cassini Show, Friday, Dec 2, will emanate from the Annual Knickerbocker Ball at the Ambassador Hotel in Gotham, which raises funds for three local charities. . . . When Imogene Coca stars in a Max Liebman Spectacular next February, she'll offer a satire on television including a take-off on herself, while performing with Sid Caesar on the old "Your Show of Shows."

Festivals

(*Continued from page 1*)

to selecting films for entry at festivals."

American film companies now get 40 per cent of their income from overseas and occupy 68 per cent of the free world's screen time, Golden pointed out. "It is quite evident," he said, "that if they would maintain or improve upon this position, they cannot afford the luxury of ignoring festivals that are becoming more and more the trade fairs of the world film market. To send anything but their finest films and the most attractive stars to such a gold mine of world-wide free publicity would seem most short-sighted, particularly when the challenges to American preeminence in motion pictures are increasing."

Sees Fairness Assured

Golden admitted that American companies have been somewhat reluctant to send their best films to festivals because some past experiences suggested that prizes were awarded on grounds other than quality. He said these fears proved groundless at Cannes, and stressed that for the first time an international jury was used there.

The Commerce film chief also emphasized the concrete commercial advantages to U. S. participation in festivals, in that in most cases films imported for festivals can subsequently be shown in the country commercially without being charged against import quotas, and earnings from such commercial exhibition are freely transferable.

The U. S. industry should continue to send top actors and actresses to the festivals, but that these should be carefully selected, Golden declared. He said the 12 American stars attending Cannes left an excellent impression on officials and press. He also urged that the U. S. Government continue to be represented at the festivals by government officials closely associated with film production or with the American film industry, and that U. S. trade press be included.

USIA to Seek

(*Continued from page 1*)

increased funds would be broken down among the various media, but presumably the motion picture division would get a substantial part.

If the Budget Bureau fails to approve the request for more money, Streibert said, he'll carry the fight directly to the President. He explained that the failure of the Geneva Conference and the possible step-up once more in the cold war was a prime factor in the need for more funds.

Walter Bredin, 59

Walter Bredin, 59, news editor for Hearst Metrotone News, died here yesterday at Queens General Hospital, Jamaica, N. Y. Bredin, in his 45-year career with the Hearst organization, supervised assignments for News of the Day and Telenews Film Service.

National Pre-Selling

FOR the advertising campaign on "All That Heaven Allows," Universal-International will use the same successful pattern of pre-selling with which "Magnificent Obsession" was launched. This announcement was made by David A. Lipton, vice-president of U-I.

Particular emphasis has been placed on women's publications. Ads for "All That Heaven Allows" will appear in 14 national magazines, which have an estimated readership in excess of 100 million.

Ads will appear in the December issues of "Life," "Look," "Woman's Home Companion," "McCall's," "Redbook," "Seventeen," "Family Circle," "Woman's Day," "True Story," "True Confessions," the fan magazines and "Maclean's" of Canada.

•

An interest-compelling full page ad on "I'll Cry Tomorrow" appears in the December issue of "Woman's Home Companion."

•

The initial issue of "Limelight," a new national magazine, is on the newsstands. Marlon Brando of "Guys and Dolls" is on the front cover. Considerable space in the issue has been devoted to a pictorial and text story on "The Desperate Hours" and "The Rose Tattoo." The author of the article points up the fact that both these films were based on successful Broadway stage plays.

•

Susan Strasberg, star of "Picnic," is one of the Broadway stars on the front cover of "Life's" Nov. 21 issue. A pictorial sketch of Susan's career appears in the issue and "Picnic" receives prominent mention.

Parts of three additional pages in the issue are devoted to a review of Sir Walter Scott's "Quentin Durward," produced by M-G-M.

WALTER HAAS

20th-Schlesinger Deal Now Certain

Consummation of the 20th Century-Fox-Schlesinger deal for the acquisition of African Theatres by 20th-Fox was considered here yesterday a certainty in view of the latest stock acquisitions report.

It was reported that 20th-Fox has now acquired about 95 per cent of the African Theatres stock outstanding and has extended the deadline for its offer to purchase the stock at $14 per share. The previous deadline was Monday. A 20th-Fox official said the new deadline has been set in London and South Africa. Twentieth-Fox is seeking 100 per cent stock ownership of African Theatres, it was added, such ownership being a contingency in the deal. Over 90 per cent ownership was seen here, however, as entitling 20th-Fox to certain legal redresses insuring complete ownership.

Bishops to Start Crusade

(*Continued from page* 1)

increase in objectionable films," the announcement said.

Bishop Scully told the assembled cardinals, archbishops and bishops of the United States at their annual meeting here last week, that the Legion this year had listed the largest percentage of objectionable films in its history. The Bishops' Committee noted "with regret" that the number of offensive films in the "B" category (morally objectionable in part for all) had increased 11 per cent over 1954.

Sees Code Evaded

The bishops also felt bound to reprove laxity in applying the Hollywood Production Code and a tendency to distort and evade its principles and rules. They felt that the greater amount of offensive material stems from an increasing reluctance by producers and exhibitors to accept their full responsibility for the moral and social character of theatre entertainment. It was pointed out that the bishops have praised the Code several times in the last 20 years as being based on the Ten Commandments and on the traditional moral standards of a Judeo-Christian culture.

The Albany prelate cited two recent and pertinent statements of His Holiness Pope Pius XII on motion pictures, in which he encouraged the production and exhibition of films which would act as "wholesome agents in spreading goodness and truth and which would reflect the rational nature of man and his responsibility to his Creator."

In its report on the moral quality of films produced during the last year in the United States, the Bishops' Committee said that 82, or approximately 29.82 per cent were classified as "A-I" (morally unobjectionable for general patronage); 97, or approximately 35.27 per cent as "A-II" (morally unobjectionable for adults); while 92 or approximately 33.45 per cent were rated as "B" (morally objectionable in part for all).

The committee also reported that four films produced in this country during the last year were classed as "C" (condemned). Of these four condemned films, one bore the Seal of Approval of the Production Code Authority. The report also noted that a total of 275 domestic films were reviewed by the Legion.

Four from Overseas Condemned

Of 52 foreign films reviewed by the Legion, the report said, 12, or approximately 23.08 per cent, were classed "A-I;" 18, or 34.62 per cent, "A-II;" 18 or approximately 34.62 per cent, "B;" and four, or approximately 7.69 per cent were condemned.

It was announced that the Most Rev. John King Mussio, bishop of Steubenville, had been elected a member of the committee. He succeeds the Most Rev. Bryan J. McEntegart, rector of the Catholic University of America.

Arbitration Craft

(*Continued from page* 1)

made by the joint committee toward the formulation of a plan which would be nationally acceptable to exhibitors and distributors alike.

"We are fully aware," Frisch went on, "of the time and effort already given by the drafting committee, which included our representative, Leo Brecher, to achieve this goal, and it is the sincere hope of our association that in the very near future an arbitration plan acceptable to all segments of the industry will be presented to us for consideration."

Unanimous Consent Needed

Brecher, when asked to comment, explained that the MMPTA charter prohibits the organization from taking a stand on trade practice matters unless unanimous consent of the membership is received. When it appeared that unanimous consent could not be obtained for the arbitration plan, he added, the matter was tabled.

Meanwhile, it was learned that the projected meeting of the Motion Picture Association of America's legal committee had been tentatively slated for next week. The legal committee will meet to take action on the proposed arbitration draft, the only formal action by distribution said to be needed before the draft is submitted to the Department of Justice.

MMPTA's action leaves Theatre Owners of America and Independent Theatre Owners Association, of New York, the only exhibitor organization's to approve the draft. It was rejected by Allied States and Southern California Theatre Owners Association.

FCC May Re-Write

(*Continued from page* 1)

broadcasting rules could stand some changes in the light of television network operation today.

The committee declared that it is possible that the Communications Act and the chain broadcasting rules, both written long before the advent of television, have become "obsolete." Both the act and the rules, the committee said, might require some "special clauses and policies" for television. The committee pointed out that there is a great difference between radio and television networks, and that they are not similar enough to justify operating under the same policies.

Study to Start Soon

The committee was set up by Congress at the request of the commission, to study the network situation. It announced today that it would soon begin work on a factual, well-documented analysis of network broadcasting.

The committee said it would look into the broad question of whether the present structure of networks and their relationships with other parts of the television broadcasting medium tend to foster or to impede the growth of a nationwide competitive broadcasting and television industry.

MITO Elects

(*Continued from page* 1)

Nanos, St. Louis; Pete Medley, Sikeston, Mo.; Eddie Clark, Metropolis, Ill.

At today's luncheon, Dorothy Ward of the City of Hope awarded a citation to outgoing President Lester Kropp for MITO's contribution, through publicity, for cancer.

The convention went on record as heartily endorsing the Council of Motion Picture Organizations and its activities, called for complete repeal of the admissions tax and recommended that the cooperation of Allied States be sought in urging distributors to furnish exhibition with a greater number of prints and to consider a reduction in the present rental rates.

The convention closed with a banquet this evening.

Cites Expansion

(*Continued from page* 1)

conditions in England and on the Continent.

Asked about color TV abroad at a press conference, Marx said that it still was a good way off. Questioned about the use of filmed TV shows abroad, Marx replied that film was being used quite "substantially" in programming. He added American Westerns and gangster films appeared to be most popular. Dubbing in the native language is a "must," he went on.

He said the greatest advances in TV in terms of the number of TV sets, programming and stations, have been made by England, Western Germany, Italy and France.

N.J. Allied

(*Continued from page* 1)

Dollinger and Lou Gold would meet this morning with Paramount branch manager Myron Sattler to discuss "a number of problems." One of the problems confronting northern New Jersey theatremen is the inability to buy Paramount product on a flat rental basis, Stern reported.

FLY B·O·A·C

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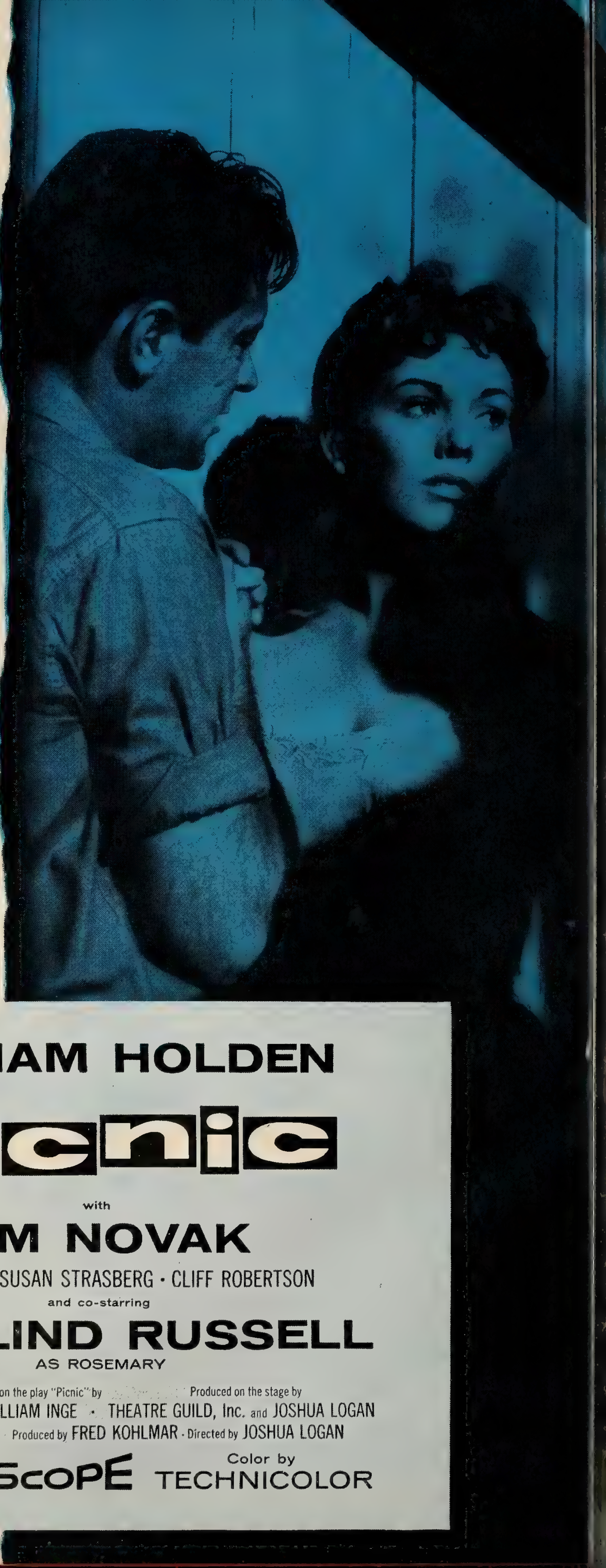
Reservations through your travel agent or call B.O.A.C. at 342 Madison Ave., New York 17, N. Y., tel. MU 7-8900

Last Night

in New York,
a first preview
audience hailed
Columbia's
successor to
"From Here
to Eternity"...



WILLIAM HOLDEN

picnic

with

KIM NOVAK

BETTY FIELD · SUSAN STRASBERG · CLIFF ROBERTSON

and co-starring

ROSALIND RUSSELL

AS ROSEMARY

Screen play by DANIEL TARADASH (prize-winning screen writer of "From Here to Eternity") · Based upon the play "Picnic" by WILLIAM INGE · Produced on the stage by THEATRE GUILD, Inc. and JOSHUA LOGAN

Produced by FRED KOHLMAR · Directed by JOSHUA LOGAN

CINEMASCOPE

Color by TECHNICOLOR

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 100 NEW YORK, U. S. A., FRIDAY, NOVEMBER 25, 1955 TEN CENTS

Weekend to Go

Awards Voting Doubles; See Further Boost

Verbal Publicity Held Contributing to Interest

Voting in the Audience Awards election in the last few days has been running double that of the opening days of the poll and is expected to increase still further before the end of the balloting on Sunday night, the Council of Motion Picture Organizations revealed here on Wednesday, following a cross-country exchange area check.

Theatre managers attribute the increase to heavy publicity in the news-

(*Continued on page 6*)

Mexico's Film Bank Doing 'Very Well' in Financing Producers

Special to THE DAILY

MEXICO CITY, Nov. 24. – The trade's own bank, the semi-official Banco Nacional Cinematografico, S. A., is doing "very well," it was announced at the meeting of its administrative board. During the first nine months of 1955, the bank's tax-free profits were $120,853. During September, the bank financed the

(*Continued on page 6*)

M. P. Pension Benefits Raised $30 Monthly

From THE DAILY Bureau

HOLLYWOOD, Nov. 24.–The board of directors of the Motion Picture Industry Pension Plan yesterday voted to increase from $20 to $50 a month the benefits to be paid workers included in the plan beginning in January, 1960. The plan was established a year ago.

The increase in the benefits to be paid employees upon retirement has been made possible by the increase in the contributions to the fund by both employers and employees under the new collective bargaining contracts negotiated last October.

Para., N.J. Allied EDC Meet, But 'No Comment'

New Jersey Allied's Emergency Defense Committee met here on Wednesday with Paramount's New York branch manager Myron Sattler but none of the parties would comment on the outcome of the discussions. It was reported unofficially, however, that the talks centered on film rentals and the charge made by the Jersey unit that New Jersey was the only state in which Paramount would not sell on flat rentals.

The meeting was said to be the first held by an Allied regional EDC unit since the territorial system of discussing problems was adopted at the national convention in Chicago.

Pioneers Foundation Starts Fund-Raising

Special committees which have been named to conduct the Foundation of Motion Picture Pioneers' 1956 drive for contributions will make their initial reports to the over-all fund-raising committee here on Jan. 15. The special groups were named at a meeting of the general committee on Wednesday.

One committee, which will cover the producer-distributor organizations, consists of Sam Rosen, George Dembow and Ned Depinet. Exhibitor organizations will be contacted on a national basis by Harry Rosen, Spyros

(*Continued on page 7*)

By Small Business Subcommittee

Senate Group to Hear All Trade Segments

Producers, Distributors As Well as All Exhibitor Units Are Promised Full Time

By J. A. OTTEN

WASHINGTON, Nov. 24.–Senator Humphrey (D., Minn.) today promised to give distributors, producers and all exhibitor groups a full chance to be heard by his Senate Small Business Subcommittee, following Allied States Association's statement of its complaints.

He said he expected that government agencies such as the Justice Department and Federal Trade Commission would also have to be heard.

Humphrey has committed the subcommittee to hearings starting on Jan. 25 on Allied's complaints against the distributors. Today he declared he was sure the subcommittee would want to hear any other parties who have anything to contribute to the controversy and that he was quite sure the producers, distributors and other exhibitor groups would want to be heard. The subcom-

(*Continued on page 6*)

Bishops' Crusade Call Draws Schary Reply In Defense of Films

From THE DAILY Bureau

HOLLYWOOD, Nov. 24. – Dore Schary, vice-president of M-G-M in charge of production, yesterday came to the defense of Hollywood producers in answering the charge of "moral laxity in the movies" made this week in Washington by the Bishops Committee on Motion Pictures, acting on a report by Most Rev. William A. Scully, Bishop of Albany, N. Y. The Roman Catholic group has called for a "crusade of instruction and guidance on moral trends in motion picture entertainment."

The bishops, said Schary, "have a

(*Continued on page 2*)

Maas Makes '56 Forecast

Sees More than $40,000,000 Gross Rentals for U.S. Films in Far East

Gross rentals for American films of over $40,000,000 from the Far East in 1956 was forecast here yesterday by Irving Maas, Motion Picture Export Association vice-president in charge of the Far East division.

Maas, who recently returned from a stay of a month in the Orient, mainly Japan, said the current gross of American films in the Orient is about $40,000,000. Indications, however, point to a better year in 1956, he added, explaining that on the whole the economy in the Orient is improving.

An index of the healthy growth of the film business, he went on, is the construction of new theatres in Japan, Bangkok, Hong Kong and the Philippines. India, he continued, remains one of the toughest markets to penetrate for American films or any other non-native product. Maas, although he did not visit India on his recent trip, said he would go to that country when he tours the Orient again next spring.

Regarding Japan, Maas said that the $7,500,000 loan agreement which will unfreeze upward of $13,000,000

(*Continued on page 6*)

All-VistaVision Line-Up from Para. Seen for Next Year

While Paramount expects to release 20 pictures in 1956–approximately the same number that it will have delivered this year–it will be the first year that the entire season's program will be in VistaVision, according to the distribution blueprint for the coming year. An estimated 80 per

(*Continued on page 7*)

Arbitration Goes To Lawyers Tues.

The legal commmittee of the Motion Picture Association of America has set a meeting for Tuesday to take up the proposed arbitration draft.

It is understood the "tabling" of the proposed draft by the Metropolitan Motion Picture Theatre Association, of New York, will be among discussion topics by the legal representatives of the film companies.

PERSONAL MENTION

HOWARD DIETZ, M-G-M vice-president and director of advertising-publicity, returned to New York yesterday from the Coast.

•

Jerry Levine, of the Paramount home office advertising department, is the father of a daughter born to Mrs. Levine at Beth Israel Hospital, Newark, N. J.

•

Lawrence Lipskin, public relations assistant to the president of Columbia International, has returned to New York following a trip to Manila and Tokyo.

•

William B. Zoellner, head of M-G-M short subject sales, will return to New York today from Pittsburgh, Indianapolis and Cincinnati.

•

Joseph Bronstein, general manager of Bronstein Drive-in Enterprises, Hartford, will return there with Mrs. Bronstein on Dec. 15 from Arizona.

•

Phil Isaacs, Paramount Rocky Mountain division manager, returned to Denver yesterday from New York.

•

Miles A. Goldbrick, manager of Westrex Company, Orient, has returned to Tokyo from New York.

•

Herb Steinberg, Paramount national exploitation manager, will leave New York at the weekend for Detroit.

•

Stanley Kramer, producer, will return to Hollywood on Monday from Madrid.

•

Jack H. Levine, president of Certified Reports, will return to New York today from Boston.

•

George Murphy, M-G-M studio public relations head, has returned to Hollywood from Philadelphia.

•

George Seaton, producer-director, will leave Hollywood on Monday for New York.

Schary Answers

(*Continued from page* 1)

perfect right to criticize and to organize a crusade against what they feel to be morally objectionable in films. But, he added, "we hope they will respect our right to make motion pictures as we see fit."

Schary emphasized the fact that criticism is both welcome and helpful, but warned against the possibility of its reaching the point where it might be equivalent to censorship.

Other industry officials were not immediately available for comment.

Paramount, Macy's Launch Kaye Film

Paramount's promotion campaign on "The Court Jester" got off to a start yesterday before a nationwide television and radio audience as Danny Kaye, the picture's star, made his appearance as a top personality of Macy's Thanksgiving Day Parade here. Some 2,000,000 holiday-minded persons lined the parade route.

Kaye, attired in the multicolored Jester's costume he wears in the comedy, capered continuously in Kaye style. Dena Kaye, the comedian's young daughter, occupied the same float as "Queen of the Parade."

Meanwhile Kaye on Monday will leave Detroit for Seattle and the first of a series of special sneak previews of the picture across the country.

Exhibitors and representatives of press, radio and television have been invited to the special previews of "The Court Jester."

The theatres where the previews will be held are: the Paramount, Seattle, on Nov. 28; Denham, Denver, Nov. 29; Paramount, Des Moines, Nov. 30; Majestic, Dallas, Dec. 1; Carolina, Charlotte, Dec. 5; Fox, Atlanta, Dec. 6, and the Sanger, New Orleans, Dec. 7. Kaye will make a stage appearance at each preview performance.

'Dolls' in 'Gala' Bow At Coast Benefit

HOLLYWOOD, Nov. 24. – Filmdom's most glamorous stars joined with state, civic and society leaders when Samuel Goldwyn's "Guys and Dolls" debuted at the Paramount for the benefit of Cedars of Lebanon Hospital, for which $150,000 was raised on the sale of the $100 tickets. The show was a sellout.

Gov. Goodwin Knight of California headed the state officials attending. Mayor Norris Poulson also was on hand, as well as Frank Sinatra, Jean Simmons and Vivian Blaine, of the cast, in addition to the Goldwyn Girls, Lana Turner, Jack Benny, Dore Schary, Stewart Granger, Bob Hope, Cecil B. DeMille, Claudette Colbert, Leslie Colbert, Leslie Caron, Louis B. Mayer, Ann Miller, Lucille Ball, Desi Arnaz, Walter Pidgeon, Jack Warner, William Holden, John Wayne, George Murphy, Gordon MacRae, Don Hartman, Joan Caulfield, Jeanne Crain, Ann Francis, Dana Andrews, Shirley Jones, Virginia Mayo, Zsa Zsa Gabor and others.

Book 'Champion's'

Medallion Pictures' "Champion's Reward," has been booked into the Fox Theatre in Detroit for a two-week engagement during the Christmas holiday season.

Switch: Publicity Men Guests of Press Assn.

From THE DAILY Bureau

HOLLYWOOD, Nov. 24.–In a reversal of tradition, 20 independent publicity agents will be the guests of the Foreign Press Association at a luncheon here on Tuesday, it has been announced by Henry Gris, president of the FPA.

The affair will be held at the Knickerbocker Hotel.

General Tire Buys Out Macy's Interest

From THE DAILY Bureau

WASHINGTON, Nov. 24.–General Tire and Rubber Co. has purchased from R. H. Macy and Co. for $2,250,000 the outstanding 10 per cent stock interest in General Teleradio, Inc., the Federal Communications Commission was told.

This means that General Tire, which already owned 90 per cent of the General Teleradio stock, will be complete owner of RKO Teleradio Pictures, Inc., the firm that will result from the planned merger of RKO Radio Pictures, Inc., and General Teleradio, Inc. General Teleradio recently bought out RKO Radio Pictures.

Will Transfer 16 Stations

The purchase of the Macy stock was disclosed when General Teleradio asked the FCC yesterday for permission to transfer 16 radio and television stations to RKO Radio Pictures. FCC approval of this transfer is a necessary preliminary to the proposed merger, disclosed in Hollywood on Monday. The 16 stations involved are located in Los Angeles, San Francisco, Hartford, West Palm Beach, Boston, New York City and Memphis.

Jaacobs to Holland On 'Rosenblatt Story'

Ned Jaacobs, film and stage producer, will leave here by plane today for Amsterdam, Holland, where he will establish studio headquarters for the making of "The Cantor Rosenblatt Story." Charles Oxton is being considered to write the screen play from the biography of Cantor Rosenblatt recently published by Farrar, Straus & Young.

Annalisa McCarthy, formerly with Cinetone Studios in Amsterdam, and recently on the staff of the Netherlands Industries Institute in The Hague, will be the European representative for the Jaacobs American corporation. Temporary headquarters for Jaakobs' production company will be with Jaakobs affiliate Triofilm, in Amsterdam. Shooting will begin early in 1956.

20th-Fox's Net for 39 Weeks in Slight Drop; $4,446,851

Twentieth Century-Fox and wholly-owned subsidiaries reported consolidated earnings of $4,446,851 for the 39 weeks ended Sept. 24. This amounted to $1.68 per share on the 2,644,486 shares of common stock outstanding as compared with earnings for 39 weeks of 1954 of $5,732,063 or $2.17 per share on the same number of shares.

The earnings for the third quarter ended Sept. 24 amounted to $1,656,051, equal to 62 cents per share, as compared with $2,635,518 for the third quarter of 1954, equal to $1 per share. The earnings for the second quarter of 1955 were $1,366,989, or 52 cents per share.

Skouras Reports Oil Operations

Spyros P. Skouras, president, reported that Universal Consolidated Oil Co. had placed on production the seven wells heretofore completed by that company on its 20th Century-Fox 280-acre lease. Pipe line connections for both oil and gas have been installed and the first oil was delivered from the lease on Nov. 2. All of the wells are being produced on restrictive chokes and all wells are flowing clean oil, he said. At the present time, the seven wells are producing 3,000 barrels daily, accompanied by 6,000,000 cubic feet of natural gas. The average gravity of the oil is 27 degrees and the posted price is $2.63 per barrel, and the price of gas is 18 cents per thousand cubic feet. Well No. 8 is now being drilled.

$100,000 Ad Budget For AA's 'Crime'

A national magazine advertising campaign budgeted at $100,000 has been scheduled for Allied Artists' "Crime In The Streets," John C. Flinn, director of advertising and publicity, announced. The film is based on the television drama by Reginald Rose and is scheduled for release next March.

In addition to the magazine campaign, "Crime In The Streets" will be promoted via newspapers, motion picture trade publications, television, radio and billboards.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE TENDER TRAP"
in CinemaScope and Color starring
Frank SINATRA ● Debbie REYNOLDS
David WAYNE ● Celeste HOLM
AN M-G-M PICTURE
and SPECTACULAR STAGE PRESENTATION

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PEOPLE

Clarence M. Turley, part-owner of the Ambassador office and theatre building and the Missouri office and theatre building, St. Louis, was elected 1956 president of the National Association of Real Estate boards at the 1955 meeting in New York.

◆

Stan Morris has been appointed trade news editor for the ABC-TV Western division. Morris joined ABC-TV in July of this year and was previously associated with the Len Simpson Publicity Agency for two years. Prior to his association with Simpson, Morris served as a publicist at Universal, RKO, Eagle Lion and independent studios.

◆

Charles D. McNamee has been appointed Southern sales representative for National Telefilm Associates, Inc., with headquarters in Memphis.

◆

Irving Marcus, National Screen salesman in Cleveland, has held first place for nine weeks in the national **George Dembow** sales drive and with only three more weeks to go, is straining to maintain that position to the Dec. 15 deadline.

◆

Leo and **Sam Greenberger,** owners of motion picture theatres operated by the Community Circuit in Ohio, broke ground last week for a $400,000 deluxe motel of 50 rooms in Cleveland. Site is across the street from their present Noble Motel.

◆

Urban Anderson, manager of the Associated Circuit's Uptown Theatre in Cleveland, has been transferred to Toledo where he will succeed **Jack Lykes** as manager of the Colony Theatre, also an Associated unit. Lykes recently resigned.

Howard Funeral Today

HOLLYWOOD, Nov. 24.—Funeral will be held here tomorrow at the Home of Peace Cemetery for Shemp Howard, 59, comedian, who died Tuesday of a heart attack. His widow, a son and two brothers survive.

Miss Film Row, St. L., Is Frances Hoffman

Special to THE DAILY

ST. LOUIS, Nov. 24.—Frances Hoffman, of M-G-M, received the presentation and award as "Miss Film Row" at the banquet here which closed the 37th annual convention of Missouri-Illinois Theatre Owners at he Hotel Chase. Toastmaster at the affair was Tom W. Edwards.

Krushen Report on Midwest

Exhibitors Optimistic Over Strong Product Scheduled for Dec. Release

Exhibitors in the Midwest, South and Southwest are showing an "air of keen expectancy" because they are anxiously awaiting the good product which all companies will release around Christmas time, Mori Krushen, United Artists exploitation manager, stated here on Wednesday.

Krushen, who returned early this week from a two-and-a-half-week swing around the UA offices in that area, said that exhibitors "smell the forthcoming big-money product which UA and others are preparing for release."

UA, like many other companies, will release a number of top films in December and later, among them being "Alexander, The Great," "The Indian Fighter," "Trapeze," "The Man With the Golden Arm," and "Foreign Intrigue." Commenting on the Robert Rossen production of "Alexander," Krushen said that there was considerable editorial interest in the film because of "its grandeur, scope of product and box office potential." "They are looking forward to a good thing," the UA exploitation chief stated.

Kramer Sets 'Pride' Photographic Lab.

MADRID, Nov. 24.—Stanley Kramer, producer of "The Pride and the Passion," now being filmed here, has installed a completely modern photographic laboratory capable of developing, enlarging and printing still shots of the Vista-Vision production which United Artists will release.

In addition to creating its own lab, the Kramer operation is also capable of doing its own mimeographing and photostating, and also has built its own restaurant on a vacant lot adjacent to the studio.

Nathan E. Goldstein Returns from Europe

SPRINGFIELD, Mass., Nov. 24.—Nathan E. Goldstein, former president of Western Massachusetts Theatres, now headed by his brother, Samuel, has returned here from a two-month trip to Europe and Israel, during which he visited with his son, David, in Paris. David Goldstein is American representative on the Committee of Culture and History of the USSR.

Goldstein will leave shortly for his home in Sarasota, Fla.

'Teahouse' to Tokyo

M-G-M announced from Tokyo the conclusion of an agreement with the Daiei Studios for the filming in Japan next spring of the M-G-M production of "The Teahouse of the August Moon." As a part of the agreement, Machiko Kyo, Japan's feminine star, will co-star in the picture with Marlon Brando and Glenn Ford. Use of the Daiei studio facilities were also provided for.

Fan Mail Important, King Tells Women

From THE DAILY Bureau

HOLLYWOOD, Nov. 24.—To be a good citizen you not only should get out and vote in all public elections, but you also should cast your ballot by writing letters expressing your likes and dislikes to the makers of any product you buy—including motion picture entertainment, Henry King told the Beverly Hills PTA Council as guest speaker at its monthly meeting.

"A film studio or any other business organization bases its policies somewhat on the letters it receives from people who write in expressing their preferences," the 20th Century-Fox producer-director asserted. "You owe it to yourself to express your opinions —and don't worry, they will be carefully noted by the recipients.

'No Letter Is Ignored'

"Drop the idea that no one writes fan letters, for instance, except teenagers or cranks. No letter is ignored. It all becomes a part of statistics which may serve as the basis for executive decisions. You can help dictate trends in future pictures by writing in your likes and dislikes about current releases."

King pointed out that the amount and nature of the fan mail received by a studio frequently is quite influential in determining which stars get the best roles. In this respect it practically dictates acting careers.

"The irony is that the one person in possibly a thousand who sits down and writes a letter virtually becomes a spokesman for the other 999, since his is the only vote counted, King stated.

Ingrid Bergman's 'Fear' to Astor

Robert M. Savini, president of Astor Pictures, has announced the acquisition of "Fear," Ingrid Bergman's latest feature production, which will go into theatrical release in the near future. The deal for the production was made with Park Pictures.

'Dementia' Here Dec. 22

Van Wolf-API Productions, announced that "Dementia" and "Picasso," will open on Dec. 22 at the 55th St. Playhouse here. "Dementia," directed by John Parker, was banned by the New York State Censor Board for over two years, and has just recently been passed under special dispensation. It is described as "the first foreign film to come out of Hollywood."

Attendance Up

French Trade Seen on Road To Prosperity

By HENRY KAHN

Three hundred and 82 million people went to the cinema in France in 1954 and spent 94 million francs.

This shows an improvement and is a definite indication that the wind is changing and the industry is back upon the road to prosperity.

Nevertheless, there still seems to be a long way to go; but it is most likely that the present position will encourage the production, distribution and exhibiting sides to try to force the government to act upon four cardinal questions.

Price Ceilings a Problem

The first of these is the end of price ceilings. The industry has pointed out that freedom to charge an adequate price for an evening's entertainment at the cinema does not necessarily mean prices will be increased. All the exhibitors are asking is the right to charge what they consider to be a fair price for the program they have to offer.

2) The exhibitors are also determined to press for real fiscal reform. At the moment, this is almost chaotic as municipal councils and even small communes impose taxes on local cinemas. Indeed, some cinemas have closed in protest.

3) With regard to aid, the production side wants a long term credit system to be drawn up, apart from the present aid fund which is fed by a special cinema tax. It states that this will be the only way to assure increased activity in the industry.

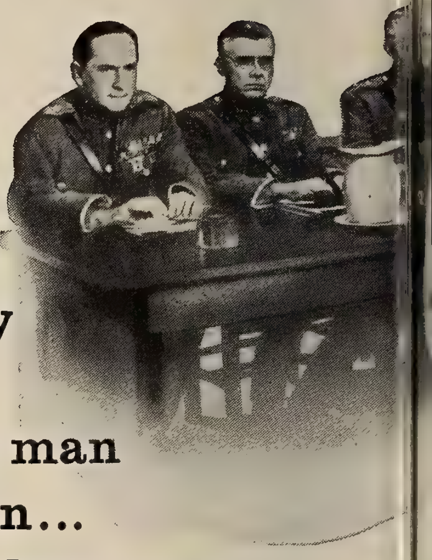
4) The industry wants to see the exhibition side included in the general economic expansion program. That is to say that steps should be taken to assure exhibitors building or opening cinemas in agricultural areas of adequate attendances. This, it is estimated, can only be done by raising the standard of living in rural areas sufficiently densly populated to warrant the opening of cinemas.

Settle $8,500,000 Providence Action

An $8,500,000 anti-trust suit filed two years ago by the Metropolitan Theatre Co. of Providence, R. I., was settled and discontinued in N. Y. Federal Court on Wednesday. Terms of the settlement were not revealed. The plaintiff, operating the Metropolitan Theatre in Providence, sought an injunction to "restore competition among Providence exhibitors." Charging discrimination, the suit had been filed against a group of Providence theatres and 10 distribution companies.

...and then they gave hi

They gave him
the rank of
General and
the name
of hero...
they gave him
almost every
honor a
fighting man
can win...
and then they
gave him a
court-martial!



GARY COOPER

IN OTTO PREMINGER'S

"THE COURT-MARTIAL

CINEMASCOPE
AND WARNERCOLOR

CO-STARRING
CHARLES BICKFORD · RALPH BELLAMY · ROD STEI

STORY AND SCREENPLAY BY MILTON SPERLING AND EMMET LAVERY • A UNITED STATES PICTURES Production • Produ

MUSIC COMPOSED AND CONDUCTED BY

court martial !
BILLY MITCHELL
WITH
ELIZABETH MONTGOMERY · FRED CLARK
ON SPERLING · Directed by OTTO PREMINGER · Presented by WARNER BROS.
WB

FOR
NEW
YEARS
FROM
WARNER
BROS.

SBC to Hear

(*Continued from page* 1)

mittee will probably request the views of the government agencies, he added.

The subcommittee staff has already informally sounded out several exhibitor and distributor representatives as to whether or not they'll want to be heard, it was learned.

"We will try to keep the hearings as short as possible," Humphrey said. "All of the subcommittee members will be very busy with other committees and bills. But we certainly intend to give all parties all the time necessary to present whatever they feel bears on this case."

Asked whether he felt Allied had a good case against the distributors, Humphrey replied that he could not comment as to whether Allied's complaint was justified, but that the organization certainly felt very strongly that it had a grievance and that this justified Congressional investigation. He said he had put off the hearings during the past session of Congress in hopes that the exhibitors and distributors could get together, but that it now seemed they could not."

'Texas Lady' Set

"Texas Lady," the Holt-Rosen production for RKO release, will open simultaneously in 10 situations in the Los Angeles area next Wednesday. Eight of the dates are drive-ins of the Calpac circuit.

Awards Voting Doubles

(*Continued from page* 1)

papers and by the word-of-mouth advertising by early voters. In many areas patrons are now asking for ballots at the boxoffices instead of waiting for them to be handed out.

Harry Mandel, advertising and publicity director for the RKO Theatres, reported that at a division meeting of managers on Wednesday an analysis of the voting showed that it was running 100 per cent above that on the opening days.

Emanuel Frisch, vice-president of the Randforce circuit and president of the Metropolitan Motion Picture Theatres Association, stated on Wednesday, "The Audience Awards has been highly successful. It has really given us something to build on in succeeding years."

'Encouraged,' Says Shaw

Harry Shaw, chairman of the New Haven exchange area Audience Awards committee said he was very much encouraged by the success of the promotion in his territory. He estimated that from 75 to 80 per cent of the audiences in his circuit were casting their ballots. Theatre managers are enthusiastic, he said, despite the burden of extra work necessitated by the nightly tabulation of ballots.

Harry French, president of the Minnesota Amusement Co., reported that the decision to make the first public announcement of the winners of the election in the newspapers had resulted in a big splurge of newspaper publicity. All of the larger circuit theatres, he said, are co-operating actively in the poll.

M. A. Lightman, Jr., of Malco Theatres, Memphis, reported that 11 of the largest theatres in the city were actively behind the poll. Nine of them banded together, he said, to offer a year's pass to voters correctly naming the five top winners, and a three-month pass to those able to pick 4 out of 5. With the seasonal closing of some of the outdoor theatres this week, a sharp pick-up was noted in the voting in some of the downtown theatres.

Enthusiasm in Upstate N.Y.

Harry Lamont, chairman of the Albany Audience Awards committee, reported excellent newspaper co-operation in Albany and Schenectady, with the theatre public responding favorably to the idea of picking their own "bests" in pictures and personalities.

Sindlinger & Co., research consultants, which is conducting a number of audience surveys for theatres throughout the country, reported they had to suspend operations in several situations this week because patrons were so busy studying and marking their ballots they did not wish to be bothered with questions about their picture habits.

George Kerasotes of the Kerasotes Theatres in Springfield, Ill., estimated 50 per cent of the patrons of that circuit were casting ballots, and that the public response was extremely favorable.

Voting Heavy in Denver

Paul Lyday, publicity director for the Fox Intermountain circuit, reported that voting in some of the Denver theatres was running as high as 80 or 85 per cent of the audience totals. He estimated the area average as between 65 and 70 per cent. Voting, he said, has been much heavier than in previous local and regional polls.

AMPA Salutes

SAMUEL GOLDWYN, Jr.

Don't Miss This Luncheon Get-Together

Tuesday, Nov. 29

PICCADILLY HOTEL

12:30 P.M.

Harry Brandt Will Emcee the Salute
to United Artists' Newest Producer

Tables May Be Reserved by calling

HANS BARNSTYN

PLaza 3-2434

Single Tickets at the Door

Mexico Film Bank

(*Continued from page* 1)

production of 13 pictures to the amount of $537,765. As of Oct. 31, the bank's economic resources stood at $7,681,035, but without increasing capital which remains at $800,000. In 1952, those resources were $4,400,000.

It was emphasized that the bank will continue financing the making of an average of 13 pictures monthly, or about 80 yearly.

The bank's Oct. 31 balance sheet shows loans, credits and discounts totaling $3,955,185 and $3,840,000 worth of its bonds circulating.

Congressman Jorge Ferretis, chairman of the National Cinematographic Board, asserted that the bank is wide open to all producers, to the extent that all who can present a good story, director and cast are always assured a $12,000 advance.

Touch on Films Only Lightly in Boston Delinquency Hearing

Special to THE DAILY

BOSTON, Nov. 24.—Judge John J. Connelly of the Boston Juvenile Court told a legislative commission which is studying the increased wave of juvenile delinquency that by 1960 there will be 2,000,000 juveniles who will be in contact with the law if the trend continues.

"This is double the present figure and crime and horror books are certainly one of the contributing factors in the aggressive behavior patterns seen," he said. "These crime stories can very well be one of the factors entering into the general picture of juvenile delinquency. This type of thing does not depict freedom of the press. It is license in my opinion and freedom of the press is not involved."

Although the commission is making a study of the effects of comic books on children, the subject of motion pictures and television was brought up only once at the meeting, when Dr. Elinor Maccoby of the Harvard Laboratory of Human Relations and Development said she took a dim view of self-censorship.

Far East

(*Continued from page* 1)

in frozen yen, will go into effect shortly with the disposition of certain technicalities. Japanese exhibition was praised by Maas for remaining on "top" of new developments, explaining that many new theatres either have been built there or are under construction, completely equipped for new developments, and that the other theatres also keep up to date in new techniques and furnishings.

The Philippines, which after Japan is the top market for U. S. films, should remain "strong" next year, Maas continued. He was hopeful that the industry will be able to bring out the estimated $4,000,000 which has accumulated there.

In Indonesia, another big market for U. S. films in the Orient, he said negotiations are under way for a new agreement covering the accumulated remittable funds of 1955 which amount to well over $1,000,000. This is in addition to the $1,100,000 which is due American companies within the next few weeks under a 1954 deal. Indonesia, he added, has imposed a quota of 250 American features per year.

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VistaVision

(*Continued from page* 1)

cent or more of the total number of pictures to be released in 1956 will be in color by Technicolor.

Among the pictures anticipated for the coming year are two that Paramount expects will represent milestones in motion picture-making. They are Cecil B. DeMille's production of the Bible's "The Ten Commandments," with Charlton Heston in the role of Moses, and Ponti-DeLaurentiis' filmization of Leo Tolstoy's novel, 'War and Peace," with an all-star cast headed by Audrey Hepburn, Henry Fonda and Mel Ferrer.

Wide Choice Seen

A breakdown by classification of the 1956 Paramount product thus far scheduled shows that exhibitors will be offered at least five comedies-with-music, three adventure-dramas, two romantic comedies, two mystery-dramas, one comedy-drama, one musical adventure-romance and one mystery-comedy, in addition to the above-mentioned two historical epics.

Leading off in the new year will be two Hal Wallis productions: 'Artists and Models," comedy-with-music in Technicolor, starring Dean Martin and Jerry Lewis, and "The Rose Tattoo," comedy-drama contender for Academy Award nominations, starring Burt Lancaster and Italy's Anna Magnani.

Following these, but not necessarily in the order named, will be Danny Kaye's medieval comedy-with-music, "The Court Jester," in Technicolor; Rudolf Friml's musical adventure-romance, "The Vagabond King," in Technicolor, starring Kathryn Grayson; Alfred Hitchcock's mystery-comedy, "The Trouble With Harry," in Technicolor, and Michael Curtiz's mystery-drama, "The Scarlet Hour."

Crosby Vehicle Slated

As the year progresses, additional Paramount films will include the Technicolor comedy - with - music, 'Anything Goes," starring Bing Crosby, Donald O'Connor, Jeanmaire and Mitzi Gaynor; Perlberg-Seaton's adventure-drama, "The Proud and Profane," with William Holden and Deborah Kerr; "The Birds and the Bees," Technicolor comedy-with-music in which TV's George Gobel makes his film debut co-starring with Mitzi Gaynor, and Dean Martin - Jerry Lewis' comedy-with-music about the West, "Pardners," in Technicolor.

Pioneers Foundation

(*Continued from page* 1)

S. Skouras and Harry Brandt. Campaign ads will be placed in the industry press.

The Pioneers have voted to hold future meetings of the boards of both the Motion Picture Pioneers and the Foundation five times a year instead of holding one annual meeting.

The general fund raising committee consists of Jack Cohn, Marvin Kirsch, Sam Rinzler, Harry Takiff, Depinet, Brandt, Skouras, Rinzler and Dembow.

REVIEW:

Shack Out On 101

Broidy-Allied Artists

Hollywood, Nov. 24

THE ELEMENT of surprise found in Edward and Mildred Dein's story and screenplay is doubly enhanced by Lee Marvin's delightful portrayal of a simple-minded short order cook, who turns out to be the menace of the film.

Edward Dein proves himself to be a capable director as well as clever writer in guiding the visual aspect of his entertaining, suspenseful story.

Budget-wise, the production values have been allocated to the small, but well chosen cast, with Terry Moore, the only female in the film, as the target of romantic desires by Frank Lovejoy, Keenan Wynn and Marvin. Marvin should certainly gain in importance as a marquee name with this picture.

This one is deserving of adequate playing time and some extra exploitation effort to take care of the word-of-mouth acceptance which can echo at the box office.

The film's title is descriptive of the main setting and locale, referring to a lonely eating place, owned by Wynn, and located on Highway 101 near a well-guarded electronics laboratory. The shack, with a view of the mountains at its front door and a stretch of the Pacific Ocean in the rear, serves as a base for Marvin's purchase of secret government information.

Miss Moore, a waitress, who has her heart set on Lovejoy, a professor at the laboratory, is temporarily discouraged when she suspects him of working with Marvin against the government.

In an exciting climax, Marvin, about to be trapped by FBI agents, learns that Lovejoy is not on his team. He manages to keep everyone at bay with a gun, until Whit Bissell, who was preparing to leave with his friend Wynn on a fishing trip to Mexico, makes use of a skin diver's harpoon gun, which finds its mark in Marvin's back as he tries to escape.

The William F. Broidy Production was produced by Mort Millman.

Running time, 80 minutes. General classification. For release in December.

SAMUEL D. BERNS

Award Seaway Film

WASHINGTON, Nov. 24. – Holland-Wegman Productions of Buffalo, N. Y., has been awarded a contract to produce a documentary film on the St. Lawrence Seaway construction, according to the Seaway Development Corp. The firm wanted just under $65,000 to make five color films—a 14-minute film each year through 1958, plus a final 28-minute composite film.

'Tattoo' Bow Dec. 13

HOLLYWOOD, Nov. 24.—A "gala" premiere of Hal Wallis' VistaVision film, "The Rose Tattoo," will be held on Dec. 13 at the Stanley Warner Beverly Hills Theatre by the City of Hope whose charities will receive proceeds from the event. In conjunction with the premiere, there will be a Golden Circle premiere supper, attended by screen and society notables, later at the Beverly Hilton Hotel.

National Pre-Selling

THE November 21 issue of "Life" had a pictorial story on Sir Walter Scott's "Quentin Durward," produced by M-G-M.

Durward is an old-fashioned Scottish Knight who refuses to believe the age of chivalry is dead.

His valorous deeds help to reunite France during the reign of Louis XI. Both action and romantic photos taken on the production sets illustrate the review.

•

"Two Broadway stage hits become top film fun," reports "Coronet" in the November issue. They are: Rodgers and Hammerstein's "Oklahoma!", produced in Todd-AO, and "My Sister Eileen," starring Janet Leigh and Jack Lemmon.

•

The December issue of "Screen Stories" has a feature story on Margaret O'Brien, star of David Butler's "Glory," and a personality story of Rory Calhoun, the male lead in "Treasure of Pancho Villa."

•

A beautiful color full-page photo taken on the production set of "Invitation to Dance," starring Gene Kelly, leads off the autobiographical Kelly story in the December issue of "Seventeen."

Opposite this page is an entire page of text devoted to Gene Kelly's description of the dance sequences in "Invitation to Dance." The author also writes interestingly about his career in motion pictures.

•

Louella Parsons interviewed Marisa Pavan who plays Anna Magnani's daughter in "The Rose Tattoo" for the Nov. 20 issue of "Pictorial Review."

•

"The Rose Tattoo," and "The Desperate Hours" have been selected by Florence Somers for featured reviews in the December issue of "Redbook."

WALTER HAAS

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THE STAGE DOOR, SAN FRANCISCO.

They'll Tell You About

"GUYS AND DOLLS"

NEW YORK—Going like a house afire in its 3rd record week!

CHICAGO—Tops everything for straight picture policy in 2nd terrific week!

BOSTON—Margin of all-time leadership grows daily in 2nd record-breaking week!

PHILADELPHIA—3rd week continues to pile up record grosses!

WASHINGTON, D. C.—Breaks every record in house history in opening week!

SAN FRANCISCO—Opening week tops all-time records. Nothing like it ever!

AT PRESS TIME! LOS ANGELES, DETROIT OPENINGS DITTO!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 161 NEW YORK, U. S. A., MONDAY, NOVEMBER 28, 1955 TEN CENTS

Balloting Ends

Public Anxious For Results of Awards Voting

Rhoden Will Announce 'Preferred' on Dec. 6

The U. S. public, plus all facets of the motion picture industry, were reported yesterday to be sitting on "pins and needles" awaiting the results of the first Audience Awards poll of the film goers preference for pictures, performances and new personalities.

The balloting, which ended last night in more than 8,000 theatres, conducted under the auspices of the Council of Motion Picture Organizations, was reported by exchange area Audience Awards committee chair-

(*Continued on page 5*)

Snaper in Protest of Loew N.J. Drive-in

Wilbur Snaper, whose Keyport Theatre Corp. operates the Strand, in Keyport, N. J., has filed a motion to intervene on Loew's Theatres' application for court permission to build a drive-in in Raritan, N. J.

Snaper, a former president of Allied States and formerly head of New Jersey Allied, said that his Keyport Theatre, which he described as about two miles from the projected Loew's drive-in, and other thea-

(*Continued on page 5*)

Disney Product in S. Africa to 20th

Twentieth Century-Fox International Corp. will distribute in South Africa six features and a corresponding number of shorts produced by Walt Disney, it was announced by 20th-Fox.

The feature films consist of "20,000 Leagues Under the Sea" and "Lady and the Tramp," both in CinemaScope, and "The Vanishing Prairie," "The African Lion," "Davy Crockett, King of the Wild Frontier" and "The Littliest Outlaw." The shorts are "Toot, Whistle, Plunk and Boom" and "Switzerland," both in CinemaScope, and "Siam" and "Arizona Sheep Dog."

Won't Be 'Straitjacketed,' Paramount Informs Allied

General Counsel in Answer to Myers Defends 'Merchandising Engagements' And Denies Clearance is Involed

In a sharply worded letter, Paramount took exception to Allied States Associations' questioning of the propriety and legality of the company's merchandising engagements and, at the same time, gave its opinion as to possible results of Allied's proposed government regulation bill. The letter, written by Louis Phillips, Paramount vice-president and general counsel, said that "we cannot be put into a straitjacket and forced to license our pictures one way, your way, and still continue to make the outstanding pictures we are making."

Louis Phillips

Paramount denied that clearance was in any way involved in the merchandising engagements policy.

Phillips' letter, an eight-page reply to a letter Myers in mid-October addressed to George Weltner, Para-

(*Continued on page 4*)

Expect Decision in 16mm. Suit Today

From THE DAILY Bureau

HOLLYWOOD, Nov. 27. – Judge Yankwich's decision in the government's 16mm. anti-trust suit is slated to be handed down tomorrow, or at least during the current week. It is reported that the judge's opinion covers 100 type-written pages. Judge Yankwich has a reputation here for his detailed decisions.

6 from Fox in First Quarter; Starting Off with 'Carousel'

The first motion picture filmed in the new 55mm. CinemaScope process —Rodgers and Hammerstein's "Carousel"—will highlight a line-up of six CinemaScope attractions scheduled by 20th Century-Fox for national release during the first quarter of 1956, it was announced at the weekend. All six films are in color by De Luxe.

The multi-million-dollar filmization of the Broadway musical will be released in February preceded by a

(*Continued on page 5*)

An Upward Turn

B'way Grosses Hit A Spirited Holiday Pace

Business along Broadway took a sharp upward turn for the Thanksgiving Day weekend, with holiday crowds forming lines outside Radio City Music Hall and many other first-run situations enjoying a brisk pace at the box-office.

Among those doing exceptionally well were "Tender Trap," "Guys and Dolls," "Good Morning, Miss Dove,"

(*Continued on page 5*)

Television Today

IN THIS ISSUE PAGE 7

- **A representative of American television interests, specifically, Ernest A. Marx, of DuMont International, returns from Europe with a report on the state of the industry there: it's growing and will eventually have an impact on the industry here.**
- **The very busy Hal Roach Studios in Hollywood have released some facts and figures on 1955 activity which tell a concise and dramatic story.**
- **Names Making the News in Television Today.**

Para. Average Film Cost Is $3-Million

Paramount Pictures "average negative cost is over $3,000,000" per picture currently, Louis Phillips, vice-president and general counsel, stated in his letter to Abram F. Myers, Allied States general counsel.

Phillips contrasted the situation today with years ago, when "our company's negative cost exceeded a $1,000,000 in the case of only a few of its pictures released in a year, with only one or two a year exceeding $2,000,000." He went on to say that today's average $3,000,000 "does not include positive prints, advertising, the cost of distribution and other costs."

PERSONAL MENTION

CHARLES J. FELDMAN, Universal Pictures vice-president and general sales manager, will leave New York tomorrow for Hollywood.

•

Patricia Bracken, daughter of James A. Bracken, Stanley Warner Theatres executive in New Haven, was married there to George Colville.

•

William E. Osborne, Far East supervisor for Allied Artists International, has left New York for the Orient.

•

Nat Cohen, managing director of Anglo-Amalgamated Films, Hollywood, has returned to New York from London via B.O.A.C.

•

Theodore C. Streibert, director of the U. S. Information Agency, left New York over the weekend for the Near East.

•

Harry Loud, of the M-G-M studio advertising and trailer department, has arrived in New York from the Coast.

•

Alfred W. Crown, Allied Artists vice-president, will leave here today for the Coast.

•

Carl Dudley, president of Dudley Pictures, has arrived in London from New York via B.O.A.C. Monarch.

•

David Kimelman, Paramount branch manager in Pittsburgh, has returned there from New York.

•

Howard Keel and Dolores Gray, M-G-M stars, will arrive here from the Coast today.

•

George Englund, producer, is here from Hollywood.

Wisberg and Handel Form New Company

HOLLYWOOD, Nov. 27.—Aubrey Wisberg and Leo A. Handel announce the formation of a production company to make a group of six theatrical pictures. The first to go before the cameras will be "Women Can Be Wicked," to be followed by "Satan's Daughters," both screenplays by Wisberg.

Latter's last writer-producer venture, "Murder Is My Beat," is in release by Allied Artists. Leo A. Handel, president of Handel Film Corp. has just finished the 26-film documentary TV series "The Magic of the Atom."

In First 9 Months of '55

Exports of British-Made Equipment Show Increase

By WILLIAM PAY

LONDON, Nov. 27.—The latest statement from the Kinematograph Manufacturers' Association reports a marked increase in the exports of British-made cine equipment from the U.K. In the first nine months of 1955, £1,635,500 worth was exported, compared with £1,447,500 for the same period in 1954.

The slowing down of the rate of exports due to the railway and docks strikes earlier in the year continued during July but there was a rapid recovery during August and September.

Australia in Lead

There are a number of markets where the figures during the first nine months of this year already exceed those for the whole of 1954. Leading the way in this respect comes Australia where to the end of September exports from the U.K. totalled £306,000, as compared with £300,000 for the whole of 1954. Other markets where there were already substantial increases over 1954 included South Africa with £75,500 (1954—£64,000); U. S. A., £54,000 (1954—£38,000); India, £105,000 (1954—£66,000); Malaya and Singapore, £51,000 (1954 — £47,000); New Zealand, £88,000 (1954—£85,000); Sweden, £66,000 (1954—£44,000); Denmark, £48,000 (1954 — £29,000); Netherlands, £59,000 (1954—£51,000), and Italy £50,000 (1954 —£47,000).

Trade has, however, lagged in some cases rather seriously, in Tanganyika, Kenya, Uganda, Hong Kong, Canada, Greece, Yugoslavia, Turkey, Egypt, Iraq, Burma, China, Japan, Mexico, Venezuela, Uruguay and Argentina.

Maryland Allied in Rentals Protest

BALTIMORE, Nov. 27.—The Allied Motion Picture Theatre Owners of Maryland has voted to create a committee which would draw up a formal protest against what the unit regards as excessive prices for film and for trailers. Another meeting will be held this week to further the plan.

It is likely Meyer Leventhal, of the Lord Baltimore Theatre, will be named chairman of the committee.

"Heidi" Dec. 12

The American premiere of "Heidi and Peter," Lazar Wechsler's Technicolor film version for United Artists of Johanna Spyri's book, has been rescheduled for Monday, Dec. 12, at the Little Carnegie Theatre.

The new film, originally set to open at the Little Carnegie on Dec. 5. was directed by Franz Schnyder from Richard Schweizer's screenplay.

Branson Goes All the Way on 'Conqueror'

Because "The Conqueror" reportedly is the first major picture to present an Oriental in a heroic light, Walter Branson, RKO vice-president in charge of distribution, predicted that it will have the biggest foreign gross of any Hollywood picture in history. For millions of Far Eastern patrons, Branson said, "it will be the first 'home-town-boy-makes-good' picture."

Report ABC, JARO Seek Irish Circuit

From THE DAILY Bureau

LONDON, Nov. 27.—A.B.C. (Associated British Cinemas) and J. Arthur Rank Organization are reported to be negotiating for the theatres of the Curran circuit in Northern Ireland. The circuit comprises 12 houses, seven in Belfast and five in Londonderry, Portrush, Bangor and Newry.

Circuit heads here refuse to comment on the report. It is believed negotiations are still at an early stage.

Earlier this year, J.A.R.O. acquired 11 important theatres in Northern Ireland from Irish Theatres, Ltd.

Horizon Sues UA For $61,859 Here

Horizon Enterprises, Inc., filed a suit against United Artists here in Federal District Court, seeking $61,859 claimed to be owed Horizon from proceeds from "African Queen."

The suit contended that UA as a special inducement agreed to give Horizon two-and-a-half per cent of the domestic gross from UA's share for distribution of "African Queen." Horizon, contending that UA received $4,074,366 as U. S. and Canadian revenues, stated that $61,859 is still owed to Horizon on the basis of the two-and-a-half per cent provision.

Dozier Starts Monday

William Dozier, vice-president in charge of production for RKO Radio studio, will wind up his CBS-TV executive duties this week and move into his offices at the RKO studio next Monday.

Mexican Producers Planning 60 Films To Cost $6,400,000

Special to THE DAILY

MEXICO CITY, Nov. 27.—Mexican film producers are planning t invest a minimum $6,400,000 in making at least 60 pictures betwee March and September, 1956, o which 30 per cent will be in colo and CinemaScope, according to estimates revealed here by the National Association of Producers.

The producers association reporte that thus far, 92 films have bee produced in Mexico, of which 1 have been made by American companies. It was said that 22 mor films are expected to be complete by the end of this year, among thes being two more American productions.

Will Utilize Top Studios

Commenting on the 1956 production plans, the producers association said that much of the color wor will be done at Mexico's top studio here—Churubusco, Tepeyac, Sa Angel Inn and Clasa, as these plant are now importing much equipmen and material to enable them to handl the color work.

Invitational Preview For 'Goodman Story'

Universal-International will hol two "gala" invitational press preview of "The Benny Goodman Story," th first at the RKO Pantages Theatre i Hollywood on Dec. 5 and the secon at the RKO 86th Street Theatre i New York on Dec. 13, following th pattern of the preview showings o "The Glenn Miller Story" two year ago.

The Hollywood invitational preview will be attended by stars, executives of the industry and member of the domestic and foreign pres corps. The company's sales executive who will be holding their sales conference at the U-I Studios will als attend the Hollywood preview.

Tabulate Seal Sales For 'Mitchell' Bow

BURBANK, Nov. 27.—Final result in the Christmas Seal sales drive wer tabulated over the weekend and th city or county winning the world premiere of "The Court-Martial of Bill Mitchell" through purchase of seal will be announced officially by th National Tuberculosis Association.

Last year's winner was Sarana Lake, N. Y., and it was given th world premiere of "The Silve Chalice." Warner Bros., which is presenting "The Court-Martial of Bill Mitchell," will stage the Hollywood style opening in this year's successfu community.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Feck Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative. Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Square. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sxth Avenue, Rockefeller Center, New York 20, Telephone CIrcl 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy Vice-president; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a year a a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10

THE BIG KNIFE

It's there in executive suites...in the gossip columns...on the concert stage...at literary wing-dings...on TV and radio and in the theatre. And in Hollywood. Somebody always has The Knife out. It starts with veiled innuendo. Then the hints grow broader. And then somebody starts naming names. That's when it becomes THE BIG KNIFE...and somebody's reputation or career or marriage gets it right between the shoulder blades. Blood never dries on THE BIG KNIFE.

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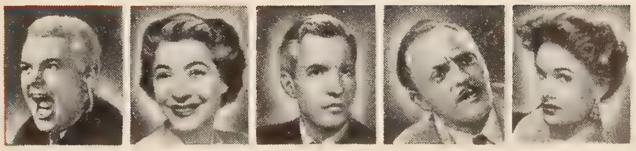

WRITTEN BY
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WHO GAVE YOU
'THE COUNTRY GIRL"

The ASSOCIATES and ALDRICH presents

"THE BIG KNIFE"

starring
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ROD STEIGER with ILKA CHASE | EVERETT SLOANE and **Miss SHELLEY WINTERS** AS 'DIXIE EVANS'

Adapted for the screen by JAMES POE · From the stage play by CLIFFORD ODETS
Produced and Directed by ROBERT ALDRICH

thru UA

PEOPLE

Samuel Pinanski, president of ATC, was re-elected president of the Hebrew Loan Society of Greater Boston at the 42nd annual meeting. His father, the late **Nathan Pinanski**, founded the society.

◆

Ted Gamble, former TOA executive, is on a tour of Oregon in the interest of U.S. Savings Bonds, of which he is state chairman.

◆

Ralph Mann, manager of the McLean circuit's Monroeville Theatre, Monroeville, Ala., has resigned to become assistant manager of the Baldwin "Times" in Baldwin.

◆

Ralph Berquist, office manager of Universal branch in Atlanta, has been made a sales representative. **Allen Rainwater** is the new office manager.

◆

Robert Greenblatt, formerly with the Walter Futter-Vidoscope Corp., is now sales manager of the American branch of Isco Optical Works, Gottingen, Germany.

New England IATSE To Honor Scanlan

Special to THE DAILY

BOSTON, Nov. 27. — The Third New England District of IATSE will tender a testimonial dinner to William Scanlan, New England representative of the crafts union for over 30 years, at the Hotel Bradford on Dec. 4.

The testimonial is being set up by John J. Miller and Walter F. Diehl, co-chairmen. Hy Fine, district manager for New England Theatres, Inc., will be the toastmaster. Richard Walsh, IATSE president, will be among the principal speakers, along with Ken Kelly, secretary-treasurer of the Massachusetts AFL.

Scanlan will be presented with a diamond-studded IATSE pin as a memento of the occasion.

South Africa Calls Industry Parley

LONDON, Nov. 27. — Following representations made by the Association of Motion Picture Exhibitors (A.M.P.E.) to the Minister of Economic Affairs, the South African Government has called an all-industry meeting for Tuesday at Pretoria. Representatives of the major companies and A.M.P.E. have been asked to attend.

Since its formation last year A.M.P.E. has fought to destroy alleged monopoly practices in South Africa and to end the trading conditions of the independent exhibitor.

Paramount in Detailed Reply to Myers

(*Continued from page 1*)

mount worldwide sales head, answered point by point the complaints Myers registered on behalf of "several Allied members."

Paramount's position, emphatically stated, was that holding of merchandising engagements for appropriate pictures in a relatively small number of carefully selected theatres is a marketing and merchandising method that has proven to be invaluable in creating "the largest audiences for the benefit of all runs, early as well as subsequent."

Denies Withholding Product

To Myers' references to the validity of this method under the decree in the Government's anti-trust suit, Phillips replied that Paramount had adhered strictly to the letter of the decree and the law in its distribution of pictures. "We are not withholding pictures from subsequent run and thereby increasing clearance. The fact of the matter is that clearance is not at all involved under our merchandising method of releasing certain pictures on a limited basis. When a picture is not made available for any theatre or theatres, in accordance with our plan of release, it is withheld only for a brief period. This is not clearance and therefore cannot be said to be an increase of clearance, for in these instances we have not granted clearance over theatres from which you claim availabilities have been withheld."

Early in his letter, Phillips stated: "If we knew who these exhibitors were, who have complained to you, and knew the basis of their complaint or concern, as it affects them, we could answer their complaint specifically, based upon their individual situation and its relationship to any others which may be involved. Since we do not know who they are, we will be obliged to deal with the subject generally, from an overall standpoint, as a producer and distributor."

Cites Benefit to All

"Because of the completely emotional reaction which has to be evoked in the minds and hearts of the potential patron," Phillips wrote in describing the philosophy behind the merchandising engagements method, "every consideration must be given to the selection and placement of the proper emphasis to achieve the desired result. The burden of the 'selling approach' rests completely with the distributor, with little or no assistance from the exhibitor initially, i.e. in the creative stage. In order to determine how to most successfully arrive at the most palatable selling ingredients, we must have freedom in our method of distribution. This method, as herein described, where conscientiously and properly applied, has enhanced the market value of many motion pictures—profitably to the producer, distributor and exhibitor, as well as the motion picture goer."

Phillips continued: "By this method of release, we seek to determine when the greatest sales penetration, through advertising and exploitation, will have been achieved, and then we put our picture, whatever it may be, into the broadest possible release. We even make changes in an announced plan of release, as soon as we think a change is indicated. This was the case in the latter part of October with respect to "Desperate Hours." We changed our plans for the distribution of that picture because the experience we had already had indicated that a change was in order. Your letter to us had nothing to do with it."

Myers 'Ironic' on Runs, Phillips Says

In his letter to Abram F. Myers, Louis Phillips, Paramount general counsel, told the Allied States general counsel that the latter had attacked "the system of releasing pictures" at the time of the government's anti-trust suit trial and had caused the government counsel to argue for the "right to buy." This resulted in an injunction designed to prevent any "system of release" and any "established runs," Phillips wrote. Continuing, Phillips said: "How ironic it is now to hear you espouse a fixed system of release to establish runs, which means, very plainly, a freezing of runs, and a possible violation of the anti-trust laws or the decree, or both! Our present methods do not violate either the law or the decree."

'Strictly Within Our Rights'

Phillips stated with reference to Myers criticism of the handling of "Desperate Hours" that "we are strictly within our rights in handling the merchandising engagements as we are doing. In so doing, no discrimination whatever is involved, for the reasons which follow.

"First, we select cities in the United States which, by reason of their size and importance and the extent of their trading area, will have a wide sphere of influence on the exhibition of the picture in later exhibitions, thus establishing the picture in the mind of the public as an outstanding picture.

"Second, in non-bidding situations, we select the theatre which, in our judgment, affords the best outlet and is capable of producing the best terms and film rental, provided, of course, that the theatre's owner and ourselves can make a satisfactory deal.

Avoids Discrimination

"Third, where exhibitors have desired that they be afforded the opportunity to compete for the earliest exhibition, and they have theatres which are suitable and to some extent, at least, comparable, we afford them the opportunity requested, to compete by competitive bidding or competitive negotiation. We have done this to avoid a claim of discrimination. While we believe, as stated above, we have the right to select our customer, based on sound business consideration, the trial of cases demonstrates that often a question of fact is presented which must be resolved by a jury when there is one; otherwise by the judge, as to whether or not our choice of customer was the result of individual conduct or the result of conspiratorial conduct."

Stresses Adherence to Decree

Phillips pointed out that Paramount conforms "strictly to the provisions of the decree" and licenses its pictures "theatre by theatre, solely upon the merits and without discrimination, in licensing our pictures in the manner above described. No 'handpicking' of theatres is involved," he added, "and our choice is based upon what we honestly believe to be sound business considerations."

The public's selectivity in choosing entertainment at motion picture theatres today, and the clamor of all exhibitors and their leaders for more great pictures have prompted Paramount to embark upon a program of "sparing no effort or expense to make pictures of outstanding quality," Phillips wrote, adding: "That our product is outstanding has been acknowledged by all in the industry."

Quotes October Speech

Commenting on Myers' speech at Winchendon, Mass., on Oct. 24, Phillips assailed Myers' view that the "purpose and effect of the practice is to raise and maintain admission prices, and to impose new and increased clearances on subsequent run and small town theatres." Phillips reminded him that "exhibitors fix their own admission prices and are free to do so on our pictures."

Phillips then pursued this subject, recalling trade press reports of what transpired at the Allied meeting in Winchendon. "While we are on the subject of the exhibitor being free to fix his admission price, it is of interest to note that in the question period, following your speech, Mr. Nathan Yamins asked you if there is anything in the bill (I presume he meant the bill sponsored by you, to regulate the film industry), which would involve regulating the prices a theatre should charge, and you answered hotly, according to the trade paper, 'Of course not. If it were, I could be strung up.'

Warns of Price Regulation

"In fairness, Mr. Myers, is it not logical to say that if the industry is regulated by the government, and film rentals are regulated, as you are so anxious to have done, it would follow, as a corollary, that the admission prices of a theatre would and should also be regulated? Would it not have been fairer for you to have told your audience that at least the government regulation of the industry might bring regulation of admission prices?"

Public Anxious

(*Continued from page* 1)
han as heavy over the Thanksgiving veekend.

The winners in each of the five voting categories will be announced n Dec. 6 by Elmer C. Rhoden, naional campaign chairman, at a Hollyvood press dinner.

Rhoden Predicted 35,000,000

There was no figure available for he national total of ballots cast. COMPO headquarters here explained hat the reason for this was that here was no over-all pattern of voting. At the start of the Audience wards election on Nov. 17, Rhoden predicted that 35,000,000 ballots at east would be cast by the public.

Results varied widely, COMPO aid, depending on the popularity of heatres' attractions, the vigor with vhich exhibitors promoted the balloting, weather and cooperation of local ewspapers. Delays in returns of the names of theatres participating in the elections were also said to have made t impossible to arrive at a national otal.

Heavy Thanksgiving holiday business in various sections of the country helped pile up a heavy vote, according to reports received at the veekend here.

Although there has been a seasonal ull in business in several areas over he past few weeks, interest in the election continued at a high pitch ight up to the close of the balloting at midnight last night, it was said.

Industry Seen Benefited

Due to the heavy labor and time nvolved in the counting and tabulaion of the ballots, area chairmen tated that they were unable to either give an accurate count or estimate of he number of votes cast, but all of hem were enthusiastic over the pubic reaction to the poll, and expressed a desire to have it made an annual promotion feature. Some changes nay be necessary, some of them said, o simplify the procedure, but on the vhole they expressed the opinion that t had helped to revitalize interest in notion pictures and personalities.

Martin to Address Atlanta's WOMPI

ATLANTA, Nov. 27.—E. D. Marin, president of Martin Theatres operating houses in Georgia, Florida, Alabama and Tennessee, will be guest speaker at the luncheon-meeting Wednesday of the Atlanta Chapter of Women of the Motion Picture Industry (WOMPI) at the Variety Club.

The luncheon will be presided over by Mrs. Stella Poulnot, president. Martin will be introduced by Mildred Castleberry, booker in the Atlanta Martin Theatre office.

Callahan Hospitalized

BOSTON, Nov. 27.—Edward X. Callahan, former district manager for 20th Century-Fox here, suffered a severe heart attack and is in Newtown-Wellesley Hospital.

REVIEW:

Tarantula

Universal-International

AN IMAGINATIVE HORROR yarn dealing with a tarantula which is injected with atom juice and grows to the size of a couple of houses, this has some strong ingredients that should please the science-fiction fans. It all starts when a scientist tries to find a synthetic food which will support the world's rapidly increasing population. When the atom-juice-injected spider escapes from the laboratory, it dashes around the Arizona desert, eating cattle, men and houses.

The thing is complicated by the fact that the scientist's two assistants have taken the experimental atom-juice themselves and rapidly die of galloping acromegalia, thus arousing the suspicions of John Agar, the handsome young doctor, and the terror of Mara Corday who has come to the desert to replace the two assistants, not knowing that they had died.

The kindly old scientist, Leo G. Carroll, dies himself pretty quickly from an accidental dose of the stuff, the overgrown tarantula scares Miss Corday half to death, and handsome young Agar has to call in the United States Air Force to exterminate the monster with napalm bombs—rockets just bounce off him.

It's mildly well done as such things go, the only reservations to an old science fiction fan being that the process photography used for the giant spider is not as convincing as it might be. The other actors are adequate, the direction by Jack Arnold is sharp, and the script, within the limits of the medium is good. Production was by William Alland.

Running time, 80 minutes. General classification. For December release.

B'way Grosses

(*Continued from page* 1)
"Oklahoma!" and the long-standing "Cinerama Holiday."

At Radio City Music Hall, Thanksgiving Day business broke a record for the house for that holiday, with a big $30,652 racked up for "Tender Trap," now in its third week.

At the Capitol, a sturdy $45,000 was estimated to have been racked up for the first two days of the holiday weekend for "Guys and Dolls," now in its fourth week.

'Miss Dove' Pulls $11,000

"Good Morning, Miss Dove," which is in its initial week at the Roxy, registered a good $11,000 for Thanksgiving Day, with business expected to continue fine for the weekend. Others doing well include "Rebel Without a Cause" at the Astor, "Three Stripes in the Sun" at the Paramount, "Quentin Durwood" at the Mayfair.

An added stimulant to business was the no-school holiday enjoyed by children on Friday.

In the neighborhood situations, RKO Theatres reported excellent grosses for "To Hell and Back," while Loew's Theatres, reporting on its out-of-town situations, stated that "Tender Trap," which it is featuring, is doing exceptionally well.

Drop Matinees

HARTFORD, Nov. 27.—The Stanley Warner Cameo and the Jason Enterprises' Bristol, both first-runs at Bristol, Conn., have dropped weekday matinees. New policy calls for continuous performances from 5 p. m., weekdays, and from 1:30 on Saturdays and Sundays.

Snaper in Protest

(*Continued from page* 1)
tres might be adversely affected.

In his affidavit, Snaper stated that he inquired among other exhibitors in the area regarding the Loew's project, but the other exhibitors claimed that they had received no notice of Loew's plans.

Loew's, in its affidavit, stated that the New Jersey Amusement Corp. purchased the site. Loew's Theatres owns a 50 per cent stock interest in New Jersey Amusement Corp., the affidavit went on, adding that the other 50 per cent is owned by a non-exhibitor, identified as Norman A. August, of New Rochelle, N. Y. The nearest drive-ins, according to Loew's, were put at from 10 to 20 miles away, while the theatre in Keyport was said to be three miles away.

Hearings on the Loew's application will be held here in Federal District Court tomorrow.

Six from Fox

(*Continued from page* 1)
promotional campaign designed to surpass that introduced CinemaScope and "The Robe" two years ago. The film was produced by Henry Ephron and directed by Henry King.

Leading off the 1956 product roster will be "The Lieutenant Wore Skirts," a modern comedy, and "The Bottom of the Bottle."

Joining "Carousel" on the February agenda will be "The Man Who Never Was," filmed in actual locales in England and Spain.

For release in March will be "On The Threshold of Space" and "The Man in the Gray Flannel Suit."

TENT TALK

Variety Club News

MILWAUKEE—Oliver Trampe was re-elected chief barker of Wisconsin Variety Club, Tent No. 14. The rest of the officers were also re-elected to serve another term. First assistant chief barker, Edward Johnson; second assistant, Morey Anderson; dough guy, William Pierce, and property master Harold Pearson.

New board of directors consists of Andy Spheeris, Al Kvool, Irv Werthamer, Dean Fitzgerald, Angelo Provinzano and Pat Halloran.

△

BALTIMORE—Annual dinner dance of the Baltimore tent will be held Saturday at the club rooms atop the Stanley Theatre. The guest of honor will be Rodney Collier, last year's chief barker. The tent has started its season of Saturday night dances.

△

NEW ORLEANS—The entire slate of officers of Variety Club of New Orleans was reelected at a membership and board meeting held at Antoine's Restaurant. The returned officers are: Page M. Baker, chief barker; Harold M. Cohen, first assistant chief barker; William Briant, second assistant chief barker; Henry C. Plitt, dough guy, and Dan M. Brandon, property master.

Noble Reduces His Stock in AB-PT

WASHINGTON, Nov. 27. — The Securities and Exchange Commission reported that during October, Edward J. Noble, chairman of the finance committee and holder of more than 10 per cent of the outstanding preferred stock of American Broadcasting-Paramount Theatres, had his direct holdings of the five per cent preferred stock reduced to 232,528 shares.

The SEC said that AB-PT redeemed 92,073 of Noble's shares. His direct holdings of common stock in AB-PT amount to 8,949 shares.

It was also disclosed by the SEC that Joseph A. Zock, a director of General Precision Equipment Corp., bought 2,900 common shares, making his direct holdings in the company 18,201.

Lawler Funeral Today

HOLLYWOOD, Nov. 27. — Requiem Mass will be held tomorrow morning at St. Charles Church, North Hollywood, for Joseph Lawler, newspaper man and publicist, who died Friday at St. Joseph's Hospital, following an appendectomy. Born in Racine, Wis., the deceased worked on the Chicago "Herald-Examiner" and the Chicago "Daily News" before joining the Universal publicity department in 1942.

Interment will take place in the San Fernando Cemetery.

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AIR LINES

Deplaning from a United DC-7 Mainliner are five of the world's most beautiful girls—(left to right) Barbara Brent, Larri Thomas, June Kerby, Jann Darlyn and Madelyn Darrow. They're on tour of major U.S. cities to act as advance hostesses for "Guys and Dolls," their new Samuel Goldwyn picture, distributed by MGM, which stars Marlon Brando, Jean Simmons, Frank Sinatra and Vivian Blaine.

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Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

The Doctor's Echo

▶ Dr. Alfred N. Goldsmith, whose perceptive remarks on the need for various centers of production for television films highlighted the all-day National Television Film Forum in New York recently, had an echo all the way from the West Coast last week. It was Jackie Cooper, star of "The People's Choice" series, who was plugging more or less the same idea in an address before the Hollywood Advertising Club. An articulate Mr. Cooper conceded that Hollywood production facilities are "more desirable, physically and economically," but added that TV's creative artistry and commercial advancement will continue "as long as television continues to have two so-called centers."

Under Observation

▶ To whom it may concern: the Screen Producers Guild will continue to observe the development of the entertainment medium, including, it may be assumed, television. That was the gist of the policy statement, announced by the SPG in Hollywood last week, in which the Guild announced it had decided to turn down offers by "all networks and major TV producers" to become identified with a weekly film show such as that done by the Screen Directors Guild. The SPG, quite rightly, said that first rate TV films require the same painstaking care that goes into theatrical features, and then went on to add that it feels that its "prestige would be seriously damaged were it to conform to the standards and practices generally in use today in the television industry." With those words, which may be quite haunting, the Guild sets itself a challenge when and if it collectively comes into the medium.

NO LIMIT!

CHICAGO: Robert A. Seidel, RCA's executive vice-president for consumer products, sees the progressive evolution of the $1,000,000,000 television industry into a $5,000,000,000 industry, principally as the result of color television, which "has no foreseeable limit" as a merchandising and sales medium. Speaking here last week before the Sales Executives Club, Mr. Seidel also restated RCA's official faith in color TV—but with a slight difference. "Hundreds of thousands of people," he said, already can afford today's prices of $795 and $895 for color sets. Considering the rate of sale of color sets today, many of those hundreds of thousands of people must still be unaware of the fact.

Activity Peak

▶ United World Films, subsidiary of Universal Pictures, reports a new peak in television and commercial film activity during the month of November. According to George Bole, United World vice-president in charge of west coast production, the company also has started on a new program of color film production for TV, with 20 per cent of the commercials produced in November going in color. Among those currently making use of the company's facilities are Conoco Oil and Studebaker, through Benton & Bowles; DeSoto and General Electric, through BBD & O; Scott Tissue and Lux Soap, through J. Walter Thompson; Olin Industries, through D'Arcy, and Campbell Soup, through Burnett.

First Place

▶ Make room for a new contender. The ABC television network has moved into first place in network ratings between the hours of 7:30 and 8:30 P.M. Monday through Friday, according to the October American Research Bureau report. It showed a rating increase of 97 per cent in one year.

Expansion

▶ Television Corporation of America, in a deal involving about $750,000 and subject to the approval of the Federal Communications Commission, has purchased KULA-AM and KULA-TV, of Honolulu, from the Pacific Frontier Broadcasting Company. Negotiations were handled by Arthur B. Hogan, president of the Albert Zugsmith Corporation. The same group earlier received approval for their purchase of KRKD-AM and FM, Los Angeles. The Honolulu stations are affiliated with ABC, and their present general manager, Jack Burnett, is vice-president of the purchasing firm.

Guild Films Net

▶ R. R. Kaufman, president of Guild Films, in a letter to stockholders, has reported that Guild's billings and sales which for the nine months ended last August 31 "were very substantially greater than for all the 12 months of the preceding fiscal year, have continued at that same fast pace into the present quarter." He reports that net income for the nine-month period, after provision for taxes, is $283,101.

Action in Scranton

▶ Station WGBI-TV, Scranton, is soon slated to become—in its own words—"the world's most powerful broadcasting facility" as well as "mother" station to two new associate stations at Williamsport and Sunbury, Pa. The UHF Scranton station, owned by Scranton Broadcasters, has signed contracts with General Electric for the purchase of equipment to boost WGBI-TV's output from 250,000 to 2,000,000 watts. The contract, for more superlatives, is said to be the largest single order for UHF television broadcasting equipment ever signed.

Agreement

▶ The Composers, Authors and Publishers Association of Canada indicates, in a notice filed in the official *Canada Gazette* in Ottawa, that it has reached an understanding with the principal television stations for 1956, although no proposed tariff schedule is listed. It is believed, however, that an understanding provides the CAPAC will collect a total of $90,000 from 28 private TV stations.

In Our View

DURING a recent luncheon talk before the Radio and Television Executives Society in New York, Bishop Fulton J. Sheen made an important and telling observation when he declared that there is a specific relationship between a sponsor and the program he offers to the public on television. The point made by the noted cleric was that a man is known by the company he keeps, and in like manner, to a considerable degree in the eyes and minds of the viewing audience, a firm is known by the programs it offers.

Occasionally a sponsor will undertake to offer a program to his public, and discovers, when commitments are advanced beyond recall, that the program to be presented is not all that he would like, or had been led to expect. In that event, perhaps the best thing to do is to get out from under as quickly as possible, or arrange a change of format at the earliest practicable moment.

The public's habit of association, with respect to advertising and the company such promotional material represents, is a positive, unassailable fact of merchandising, and one which must be borne in mind constantly by those responsible for the development of television material for a sponsor. The millions of dollars and years of effort which have gone into establishing and maintaining a "good name" with all that implies in consumer relations, can be done to death in a comparatively few minutes if the material which that sponsor projects into a family living room is found to be unsatisfactory by reason of bad taste or incompetence.—*C.S.A.*

Passing in Review

MOTHERHOOD, usually treated with pious and/or sentimental respect by the mass communications media, came in for some quite spirited kicking around on television a week ago yesterday (Sunday, November 20). Hermione Gingold delivered the sharpest blows as the venal, vulgar and very funny Mrs. Hardcastle on CBS-TV's "She Stoops to Conquer," with which Omnibus occupied its full 90-minute program. The rest of the show, including Michael Redgrave, remained a few paces behind. Maurice Evans' production of "The Devil's Disciple" on NBC-TV (reviewed below) also had a few observations to make on motherhood as personified by Hollywood's erstwhile witch, Margaret Hamilton.

The same evening Alfred Hitchcock, on the CBS-TV film show of the same name, dealt with what might be called "never to be realized, potential motherhood"—a wife who was slowly—but with geniality—knocking off her helpmeet with small doses of arsenic in his cocoa. Speaking of Mr. Hitchcock, who introduced a commercial by noting he was turning from "the ridiculous to the sublime," it's to be regretted that some one saw fit to publicize the fact that his remarks are written by one of George Gobel's old brains. It's always fun to believe the piano writes its own concertos.

Also Sunday, a glance at Ted Mack and his Original Amateur Hour, on ABC-TV, showed a not particularly inspired group of amateurs at work. Apparently, however, from the number of phone call votes recorded by Mr. Mack, and from reference to post cards received during the week relative to the previous show, Mr. Mack retains a large and loyal audience. One of television's best filmed shows, NBC-TV's Medic, slipped a bit Monday night (November 21) in presenting the case history of the treatment which the late President Lincoln received right after he was shot in Ford's theatre, Washington. It was, as the attendant doctor said, mostly a matter of just sitting around, waiting for the end to come—which, as everyone knows, it finally did. Elsewhere in the week:

FORD STAR JUBILEE: "The Caine Mutiny Court Martial." CBS-TV, 1½ Hours, 9:30 P.M., EST, Saturday, November 19, 1955. Live, compatible color, from New York. For Ford Motor Company.

One of the great novels of contemporary times was "The Caine Mutiny," and one of the most notable plays was the drama fashioned from an episode in that novel. Now, as inevitably it had to, that play came last week to television via CBS and the Ford Star Jubilee in 90 minutes. With that splendid cast brought straight from the stage to the television camera set, the play became a landmark in TV rendition of dramatic material. Lloyd Nolan as Captain Queeg, Barry Sullivan as Barney Greenwald, Frank Lovejoy as Steve Marrick, in the key roles, made of the material a vibrant, stirring, often violent and always exciting play. Here was demonstrated the remarkable effectiveness of the TV medium, and likewise it emphasized by the same token how ineffectiveness could be made sharper because of the intimacy of the TV techniques. Let it be said that this Paul Gregory production, directed by Franklin Schaffner, did not let "Caine" down. It might be incidentally noted, however, that although Ford cannot be faulted on the content of its commercials, in this case the opening pitch was far too long for comfort, especially since there was plenty of available time in a 90-minute show.

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HALLMARK HALL OF FAME: "The Devil's Disciple," NBC-TV, 1½ Hour, 4 P.M., EST, Sunday, November 20, 1955. Live, compatible color, from New York. For Hallmark Cards.

Maurice Evans, producer-host-star, contributed a distinct service to television as well as a vastly entertaining performance in last week's fine adaptation of George Bernard Shaw's "The Devil's Disciple." The season's second production in the Hallmark Hall of Fame series was an excellent example of the kind of programing which Pat Weaver believes is television's sacred duty—culture in entertaining form. This sounds rather high-flown, especially when applied to "The Devil's Disciple," which happens to be one of Mr. Shaw's least complex, most dramatically buoyant pieces. In any case, this TV "Disciple" was a classy, funny and thought-making show, acted with style by Mr. Evans, Dennis King, Ralph Bellamy and Leo Britt, and with earnestness by Teresa Wright, Logan Ramsey and the large supporting cast. George Schaefer directed the adaptation by S. Mark Smith. With a few more Shaw productions of this calibre, it may be that one of the world's great iconoclasts will one day find himself sharing a roster in the company of such comparative slaves to tradition as usually land on the top rated lists.

CROSSROADS: "Mr. Liberty Bell," ABC-TV, ½ Hour, 8:30 P.M., EST, Friday, November 18, 1955. Film. For Chevrolet.

It's a noble idea on which this new Federal Telefilms series is pegged: the heroic exploits of clergymen of all faiths. "Mr. Liberty Bell," the November 18 installment, is a necessarily foreshortened but generally creditable account of the experiences of Dr. Roy Bell, Protestant clergyman and head of Silliman University in the Philippines, in organizing an effective underground resistance force during the Japanese occupation of the islands. The performances, led by Brian Donlevy in the title role, and Adrienne Marden as his wife, the photography and all the production values are adequate and professional. The defects are those which spring out of the difficulty in presenting a rather complex subject with any degree of suspense and sense of conflict, within the 30-minute playing time. Buster Collier is producer.

THE VISE: "Dead Man's Evidence," ABC-TV, ½ Hour, 9:30 P.M., EST, Friday, November 18, 1955. Film. For Sterling Drug Company.

Television, it would seem, has taken over the province of those little short-shorts which used to occupy all of one page in the old *Liberty Magazine*, and it may be that the half-hour dramatic format cannot expect to encompass much more. In this respect, The Vise, produced by the Danzigers in England, is successful. "Dead Man's Evidence," however, is a rather unexciting chapter, dealing with the retribution that comes to a philandering husband when—because of his philandering—he cannot report the accidental death of his blackmailer. Retribution comes in a very neat plot twist, but most of the impact is lost since none of the characters is particularly compelling. A nice idea, though, and competent production work.

AMERICAN INVENTORY, "The Ounce and the Pound." NBC-TV, ½ Hour, 2 P.M., EST, Sunday, November 20, 1955.

Under a grant from the Alfred P. Sloan Foundation, in cooperation with NBC-TV, is presented this interesting, informative and valuable series of what might well be described as public service programs. Various phases of American life, especially problems which require the attention of an informed and articulate public, are dramatized. In this instance, the need of mental health clinics is cited by the specific example of a high school principal who becomes the guiding force in a drive to bring mental health attention in her city to those who need it. Vera Allen does well as the principal. The title has reference to her insistence that an ounce of early prevention among problem children in school is better than a pound of attempted cure of mentally ill adults. Edward King directed and Robert Walk Wald produced. Tex Antoine's introduction and incidental narration were good. Intelligent, mature material of real value.

Who's Where

SEYMOUR ABELES has been named sales representative for Associated Artists Productions, New York, as the initial expansion move by **ELIOT HYMAN**, president. **ROBERT RICH**, general sales manager of the television film distributing company, has assigned Mr. Abeles to the southern division.

JOHN R. PORTERFIELD, JAMES E. SZABO and **LEONARD E. HAMMER** have been named account executives for WABC-TV in New York, ABC flagship station. The announcement was made by **ROBERT L. STONE**, general manager.

TOM GREGORY has been signed as staff announcer for WABD, Channel 5 in New York, it is announced by **TED COTT**, vice-president of the DuMont Broadcasting Corporation.

STAN MORRIS has been appointed trade news editor for the ABC-TV Western Division, **ERNEST E. STERN**, publicity director for the division, has announced. Mr. Morris assumes his new duties immediately in addition to his current assignment as unit publicist.

GEORGE HAIGHT, currently in Hollywood as director of programming for McCann-Erickson, Inc., has been appointed vice-president in charge of the television and radio department for the agency, effective January 1, **MARION HARPER, JR.**, president, has announced.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editor: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

TELEVISION IN BRITAIN

LONDON: The B.B.C. continues o scoop its rival, commercial TV, n the televising of sporting events. The latest is an agreement for televising all Test Matches—international cricket games between Britain, Australia, West Indies and New Zealand—for the next three years. It is understood that the B.B.C. may have paid as much as $30,000 for these rights. A day before the B.B.C. concluded a five-year pact to televise the races at Ascot.

Despite, however, a B.B.C. assurance that it would be willing to "let" the Test Matches to I.T.A., a clash between the two bodies over sharing the televising of national events has developed.

Under the Television Act it is stipulated that the Postmaster General may make regulations to prevent exclusive arrangements for the broadcasting to a restricted audience of sporting or other events of national importance. Unfortunately, the Act does not list the events considered to be of national importance. That is where the differences of opinion arise.

I.T.A. claims that it has always been understood that Test Matches were included. On the other hand, B.B.C.'s Peter Dimmock, head of TV outside broadcasts, and the man chiefly responsible for the scoops, says, "Test Matches have not been agreed between I.T.A. and B.B.C. as national events. The only events for which it has been agreed not to make exclusive bids are the Grand National, the Derby and the Cup Final."

Talks between the two bodies continue but there's no doubting it's been another round to Mr. Dimmock in the battle for viewers.

The B.B.C. also announces the inauguration of an International Children's Television News Service. The first edition will be seen by children in nine countries of Western Europe early in December. The countries participating in this scheme, which originated from the B.B.C. Children's TV Department, are France, Italy, Luxembourg, Switzerland, Belgium, Holland, Sweden, Denmark and Britain.

Rayant Pictures has concluded a deal under which it is now sole agent in Great Britain for the 40 million feet of stock-shot library of the National Broadcasting Company of America.

Sir George Barnes, B.B.C. Director of Television since 1950, is resigning to become Principal of the University College of North Staffordshire. He will continue in his present position until August 31 next year.

A new Copyright Bill, presented to Parliament last week, provides for the protection of television, radio and film rights. Under the bill, both television and sound broadcasts are protected against copyright or rebroadcasting. A new 25 years copyright for films is also proposed. These rights are to be vested in the B.B.C. and I.T.A.

SEES BIG TOMORROW FOR TV IN EUROPE

by FLOYD E. STONE

How do you tell whether television is in Europe to stay and flourish, to be indeed at the hand of the common man? Well, you examine statistics, you travel there perhaps, you talk to manufacturers, to collators of media information, and to people. Above all, you keep your eyes open.

And when you see waving over the common rooftops the delicate strands of the familiar antenna, you know television's in.

◆ ◆

This brings us to Ernest A. Marx, DuMont International's head man, who returned from Europe and summoned the press to his New York office last week. He gave them seven pages of single-spaced typewritten survey, and some personal and perceptive impressions.

Those aerials, for instance. Prosperity has arrived, and with it money for the European to buy TV receivers. There is on the Continent nothing like the forest of antennas one sees here; but the beginning is significant, he feels.

"Television is to Europeans also the most fascinating medium. A child in Italy and France is glued to the screen just like the child here.

"We have to face the fact that there will be an attempt made to sell foreign receivers here. At the present we can make them here more cheaply but we cannot tell whether this may change.

"One thing is becoming more and more noticeable. American firms are noticing that nationalism may exclude imports. Therefore many firms set up manufacturing plants, and also many are licensing. This trend is highly important.

"My feeling about the foreign products now coming in, like some of the short wave and long wave and FM sets combined, which look so good, is that we can make just as good and varied a product, if there is the call. We have a vast continent here, with most speaking what we like to call English, and we don't have the linguistic facility for the use of short wave. Also, the foreign apparatus is pretty expensive."

◆ ◆

Mr. Marx noted among some other things that the 17-inch television receiver is the one for now, but that Europeans are discovering the 21-inch; that hi-fi, with stereophonic, has some original minds working overtime; that Europeans, just as we do here, like films on television—but in their own language, and that color "is a long way off."

As for progress in becoming completely televised, the leading countries in Europe, according to Mr. Marx, line up like this: the United Kingdom, Germany, Italy and France.

Speaking of Germany, Mr. Marx admitted that a company there, which he then refused to name, is "possibly" the largest electronics equipment manufacturer in the world.

TV Today

Ernest A. Marx, DuMont International chief, brings the press up to date following his return from a European trip.

IN THE LOOP

CHICAGO: Dage Television of Michigan City, Indiana, staged a special press showing and demonstration here last week of its audio-visual integrated TV facilities for schools and colleges, its new closed circuit TV equipment for business and industry, and a $50,000 TV station for small communities, designed to meet the new FCC requirements. . . . Raytheon Manufacturing Company has introduced a new 21-inch television console. Henry F. Argento, vice-president and general manager, claimed this is the first time that a console of this type has been offered for less than $300. Price, $229.95. It has top front tuning, with all controls in the upper front corners of the cabinet for standup tuning.

In connection with the recent NBC announcement of the plans to convert WNBQ (Channel 5) wholly to color, it was pointed out that no less than five color cameras for live studio-originated programs and two color film cameras will be installed. One WNBQ show, John Ott's "How Does Your Garden Grow," already is regularly broadcast in part in color. According to Jules Herbeveaux, general manager of WNBQ, other shows will be converted gradually, as soon as equipment is installed.

Tom Rock, creative director of Filmack Studios' production staff, has been appointed TV sales representative of the Chicago studio, it was announced by Irving Mack.

WGN-TV has signed a two-year pact with the Chicago Cubs to televise all home baseball games. The station's three-year contract with the White Sox does not expire for two years. . . . George E. Yonan, formerly with Filmack Trailer Company, has joined Chicago Film Studios as producer-salesman. . . . The Empire Room at the Palmer House was closed to the public Sunday, November 19, to accommodate the NBC-TV Variety Hour origination. Gordon MacRae, here for discussion of December opening of "Oklahoma!" opening at McVickers theatre, was one of the stars on the TV show. . . . A five-pound TV camera that watches criminals and conducts police line-ups by remote control was displayed this week at the Chicago Exposition of Power and Mechanical Engineering. General Precision Laboratories of Pleasantville, New Jersey, said the detective TV can also be used to unsnarl traffic jams and monitor a brain operation 100 miles away.

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HOLLYWOOD, U.S.A.:

Klaus Landsberg, vice-president of Paramount Television Productions, Inc., and general manager of KTLA, can boast of the first commercial rate card published exclusively for color programming. The new rate card puts emphasis on the low cost of color programming. Sponsors looking for the color advantage will find $500 added to regular time and facility rates for programs of half-hour length or less. The price for an hour show would carry an additional tab of $750 for the use of color. Color rates for commercial presentation will be furnished on request, with advertisers guaranteed 13 weeks' protection against rate raises.

KTLA is equipped with the only color mobile unit in the west, which handled three remotes in the past 10 months and has two more scheduled before the end of the year.

Continuing their discussions to arrive at a code for television producers, the six members of the joint code committee, Martin Leeds, chairman, have decided each member will study several general subjects apportioned according to the past experience of each representative and will reconvene December 1 with a complete breakdown of each category, for examination by the committee as a whole.

The apportionment: Mr. Leeds of Desilu Productions to make specific recommendations about words, colloquialisms, implications, costumes, dancing, death-portrayal; D. Brandon Bernstein, attorney for the National Audience Board, to refer to home, sanctity of marriage, property rights, racial prejudice, national prejudice, religious, political; Max Gilford, attorney for the National Society of Television Producers to have psychiatry, sociology, mystical, horror, mental and physical infirmities, force — brutality; Richard St. John of Alliance of Television Producers to look into morals, veneral diseases, slavery, drugs, liquor, gambling, broadcast per se of gambling information; Tom Lewis of Lewislor Productions to survey programs, prevention and explanation of crimes, law enforcement, suicide, juvenile delinquency; Hal Hudson to negotiate for dramatic presentations, advertising, premium contests such as $64,000 Question, etc.

—*Samuel D. Berns*

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TV BRINGS ROACH RECORD

HOLLYWOOD: Hal Roach Studios, one of the busiest in the area, has some facts and figures. On December 31, 1955 it will have produced 310 half-hour television films for a total production expenditure of $9,045,000 for the current year, according to a report by Sidney Van Keuren, vice-president and general manager. This marked the greatest production activity in the 35-year history of the studio, and was an 18 per cent increase over production on the Roach lot during 1954. In 1955, television film production absorbed 1,081 stage days, as against 955 last year, and 763 in 1953.

A further breakdown revealed that 10,045,000 feet of both negative and positive film will have been exposed by the end of the year; that an average of 3½ companies were actively engaged in production each available shooting day; that a total of 3,312 actors will have been employed on the lot, excluding extras, and that employment in all was up 21 per cent.

He went on to report that 13 different television series were in production on the Roach lot in 1955. By the end of the year 20 different segments of Screen Directors Playhouse will have been completed, nine stories of John Nesbitt, 27 Life of Riley, 43 You Are There, 33 Great Gildersleeve, 38 It's a Great Life, 24 Passport to Danger, 34 Waterfront, 11 Trouble with Father, 20 Public Defender, 27 My Little Margie, 18 Frontier, and six So This Is Hollywood.

Of the 13 shows produced on the Roach lot, Screen Directors Playhouse, Stories of John Nesbitt, Passport to Danger, Trouble With Father, Public Defender, and My Little Margie are owned solely or jointly by Hal Roach Jr., president of Hal Roach Studios.

The Show-Makers

Nadine Conner, *soprano, and* ***Eugene Conley,*** *tenor, young stars of the Metropolitan Opera Company, will be guest artists on the Voice of Firestone simulcast over ABC television and radio networks tonight.*

◆

Neville Brand *and* ***Ben Cooper*** *co-star in a war story, "On The Nose," for CBS-TV's Schlitz Playhouse, Friday, December 9.*

◆

Max Liebman *will present* ***Maurice Chevalier, Jeannie Carson, Marcel Marceau and Pat Carroll*** *in the NBC Sunday night spectacular December 4.*

◆

WPIX's ***Joe Bolton,*** *the "Officer Joe" of that station's Clubhouse Gang, was the guest of honor at the annual dance of the Policemen's Benevolent Association last Saturday in Jersey City.*

◆

Judy Johnson, *singer on the old Imogene Coca-Sid Caesar Show of Shows, has joined the regular cast of* ***Robert Q. Lewis'*** *CBS-TV Monday to Friday show.*

◆

Bonnie Bartlett *has taken over the lead role on CBS-TV's daytime dramatic series, Love of Life, Monday through Friday.*

◆

Eddie Fisher *will make his first 90-minute show appearance in CBS-TV Ford Star Jubilee, Saturday, December 17.* ***Hubbell Robinson, Jr.,*** *CBS vice-president in charge of programs, said other stars will be announced shortly. It will be the story of American music, and in color.*

◆

Tom Ewell *will play a dual role in "The Case of Mr. Pelham" on the Alfred Hitchcock Presents show over CBS-TV Sunday, December 4. The cast otherwise will include* ***Raymond Bailey, Kirby Smith, Key Steward, John Compton, Tim Graham*** *and* ***Justice Watson.***

◆

Thomas Mitchell, Teresa Wright *and* ***Macdonald Carey*** *will have the starring roles in that delightfully whimsical tale, "Miracle on 34th Street," the feature of the 20th Century-Fox Hour Wednesday, December 14, over CBS-TV.* ***Hans Conreid*** *is featured.*

◆

Dick Powell *stars in "A Place Full of Strangers," about a worried buiness man who attempts an eerie flight into unreality, on the Singer Four Star Playhouse December 8 over CBS-TV.*

◆

Ethel Merman *will be the star on NBC-TV's The Chevy Show December 6, which will originate from Hollywood. Her featured guests will be* ***Bob Cummings, Tennessee Ernie Ford*** *and* ***Jonathan Winters. Ernest D. Glucksman*** *will produce and stage the show.*

ON MARK

NBC-TV's Colgate Comedy Hour goes into limbo after the December 25 show. In its place will be another one-hour variety show starting January 8, sponsored by Avco, Jurgens and the Brown & Williamson Tobacco Company.

◆

The famed Sadler's Wells Ballet will add another notable achievement, in all likelihood, to television when it presents "The Sleeping Beauty" in a 90-minute Spectacular over NBC-TV, in compatible color, Monday, December 12, from 8 to 9:30 P.M., EST. This Producers Showcase item will have Margot Fonteyn, prima ballerina, as star, with Michael Somes opposite. Preceding the ballet and between acts, David Wayne will appear in a narrative play by John Van Druten. Clark Jones will direct.

◆

"Nightmare in Red", first of the NBC Project 20 series, will be presented over NBC-TV, Tuesday, December 27, 9:30 to 10:30 P.M., EST, replacing the Armstrong Circle Theatre that evening. Henry Salmon produced this story of Russia in the 20th Century.

◆

The memorable cross-examination of William Jennings Bryan by Clarence Darrow will be the subject of the TV Readers Digest program on ABC-TV, Monday, December 5, at 8 P.M., EST. "The Sad Death of a Hero" is the title. Douglas Dumbrille will play Bryan and Carl Benton Reid will portray Darrow.

◆

The 1956 Tournament of Roses Parade at Pasadena, Cal., Monday, January 2, will be televised in compatible color by NBC-TV from 12:45 to 1:45 P.M. EST, it is announced by Davidson Taylor, NBC vice-president in charge of public affairs. The date is January 2, Monday, since New Year's Day is a Sunday.

◆

Maurice Evans will present "Dream Girl" on the Hallmark Hall of Fame program, Sunday, December 11, over NBC-TV. The Elmer Rice comedy will star Vivian Blaine and Hal March.

◆

A Salute to Rudolph Friml will be the theme on ABC's simulcast of The Voice of Firestone next Saturday night. The occasion is the distinguished American composer's 75th birthday, which occurs December 7.

◆

A frank and perhaps unprecedented telecast on the problems of alcoholism will be presented in a realistic March of Medicine program over NBC-TV next Sunday night. A feature of the show will be coverage of an actual Alcoholics Anonymous meeting.

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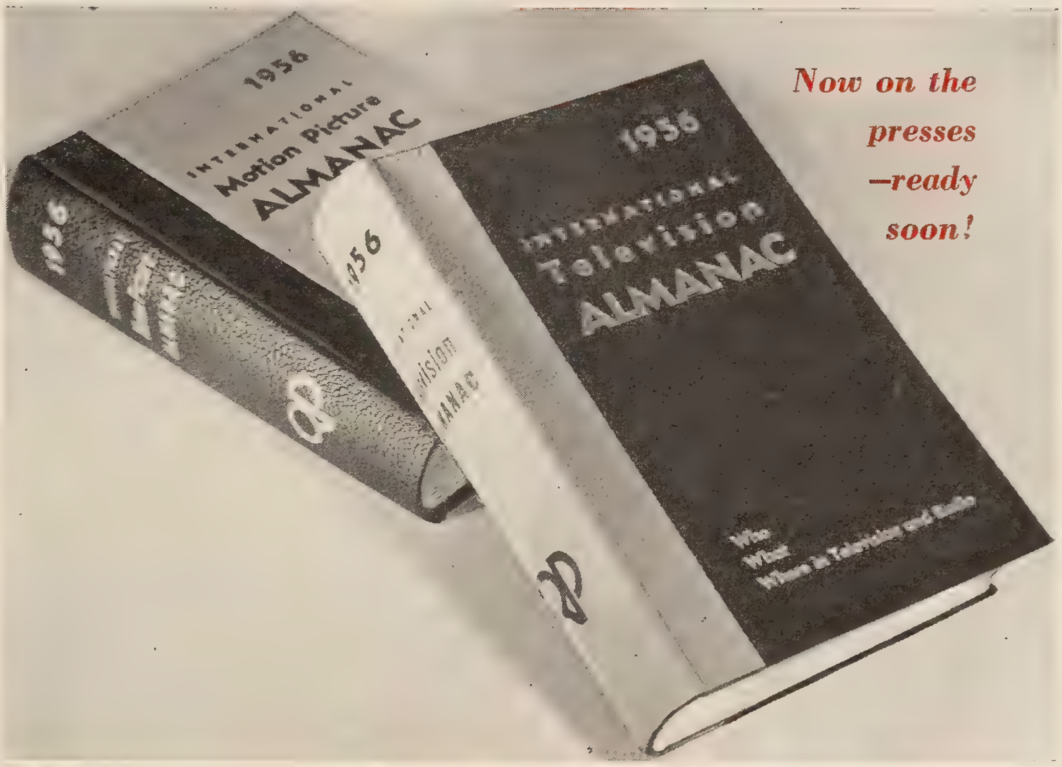

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Edited by CHARLES S. AARONSON

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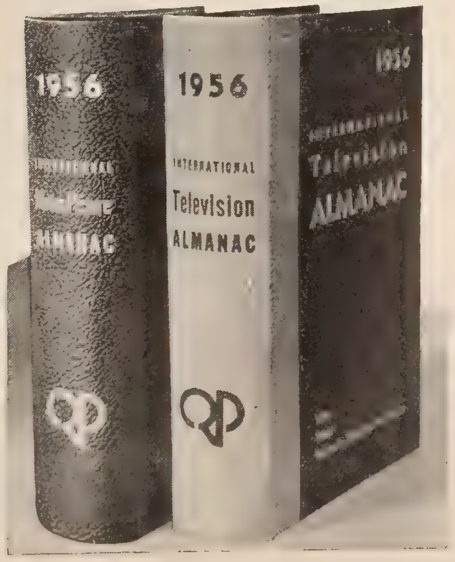

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Do Not Open 'Til Xmas

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 102 NEW YORK, U. S. A., TUESDAY, NOVEMBER 29, 1955 TEN CENTS

Despite Decline

Sees Columbia 1956 Gross on Par With 1955

Expect Heavy Business From 'Duchin,' 'Picnic'

By LESTER DINOFF

Despite a decided decline in earnings during the first and second quarters of the current fiscal year, Columbia Pictures' film business by June 30, 1956, "should at least equal'' the $88,311,113 gross attained at the close of the comparable 1955 period, president Harry Cohn reported at the company's annual stockholders meeting which was held at the home office here yesterday.

Harry Cohn

Cohn, who previously had conferred with vice-president and treasurer A. Schneider, said that Columbia's earnings for the first quarter of

(*Continued on page* 7)

Allied of Ohio Unit Resigns from Compo

Special to THE DAILY

COLUMBUS, O., Nov. 28.—Resignation of the Independent Theatre Owners of Ohio from COMPO and endorsement of Allied States Association action in deferring until 1957 any attempt to obtain further relief from the admissions tax were ap-

(*Continued on page* 6)

'Marty' Sets Sutton Mark; Closes Dec. 18

Following a record-breaking 36-week run at the Sutton Theatre here, during which it grossed $495,088, Hecht & Lancaster's "Marty" on Dec. 18 will conclude its engagement, it was disclosed yesterday by William J. Heineman, United Artists vice-

(*Continued on page* 2)

Awards Statuettes Sent to Rhoden

Five gold statuettes, especially designed and suitably inscribed as trophies, were shipped from here by the Council of Motion Picture Organizations yesterday to Elmer C. Rhoden, national Audience Awards chairman, in Los Angeles.

The statuettes will be presented to the winners at a press dinner in the Beverly Hilton Hotel, Beverly Hills, on Dec. 6.

Wide Demand For Annual Awards Poll

An "urgent demand" that the Audience Awards campaign be repeated as an annual event was voiced by exhibitors throughout the country, according to wired reports from key cities received yesterday at the offices of the Council of Motion Picture Organizations.

COMPO, the organization sponsor-

(*Continued on page* 2)

UA Appeals Code Action on 'Arm'

United Artists has appealed the Production Code Administration's withholding of a Code Seal for "The Man with the Golden Arm," it was learned here yesterday.

It is understood that the appeal

(*Continued on page* 2)

Sees TV Gross of $40,000,000

GT to Start Showing Of RKO Films in Jan.

First of 520 Old Features Are Set For Exhibition on Six Teleradio Outlets

The six owned-and-operated General Teleradio television stations in the United States will begin the presentation of the first of 520 RKO Radio feature pictures "sometime in January," according to C. R. (Bob) Manby, GT vice-president in charge of liaison with RKO Radio, who yesterday disclosed that GT officials expect a minimum TV gross of $40,000,000 from the 752 features and 924 short subjects which have been inventoried from the RKO Radio vaults.

C. R. Manby

Manby, in disclosing for the first time that "no deal with any distributors" has been made as yet, stated

(*Continued on page* 6)

UATC Net at $44,394 But Does Not Include Subsidiary Earnings

Special to THE DAILY

BALTIMORE, Nov. 28.—The net consolidated income of United Artists Theatre Circuit for the year ended Aug. 31 amounted to $44,394, stockholders were informed here today at their annual meeting. However, it was explained that under the account-

(*Continued on page* 6)

Hartman Asks Press To Aid New Talent

From THE DAILY Bureau

HOLLYWOOD, Nov. 28. — Don Hartman, Paramount production head, laid the present-day talent problem squarely before a press group at the studio today, following a screening of special footage showing six newcomers to the screen in scenes from

(*Continued on page* 2)

Thorny Issues Seen Settled

Reach Agreement in Principle on New American-Italian Film Pact

An agreement in principle on a new Italian-U. S. three-year pact was said to have been worked out here yesterday at a lengthy meeting of the foreign managers.

The three-hour meeting was reported to have made a counterproposal on the sale of dubbing permits issue which was described as so close to the Italian recommendation, that acceptance is seen. The Italians, in their latest offer, were said to have proposed the liquidation of the dubbing permits at 470,000,000 lira, with certain modifications.

Yesterday's "agreement in principle" here came on the eve of tomorrow's scheduled meeting in Rome of the Council of Ministers, where restrictive legislation against Amer-

(*Continued on page* 6)

Loew's Drive-in Bid To Be Heard Dec. 6

From THE DAILY Bureau

WASHINGTON, Nov. 28.—A hearing on Loew's Theatres' request for permission to build a drive-in near Raritan, N. J., will be held in New York City on Dec. 6, the Justice Department reported today. Time is set for 10:30 before Judge Sugarman.

Loew's proposes to locate the drive-

(*Continued on page* 6)

Zanesville, O., Wins 'Mitchell' Premiere

Warner Brothers production of "The Court Martial of Billy Mitchell" will have its world premiere at the Weller and Liberty Theatres in Zanesville, O., on Dec. 14, as the highlight of the Christmas Seal sales drive of the National Tuberculosis Association.

The premiere was awarded to

(*Continued on page* 6)

PERSONAL MENTION

EARL REVOIR, Allied Artists assistant treasurer, returned to New York over the weekend from Hollywood.

•

Ned Jaakobs, film and stage producer, has arrived by plane in Amsterdam, Holland, to establish studio headquarters for the making of "The Cantor Rosenblatt Story."

•

Harry Saltzman, managing director of Reinus Films, Ltd., will arrive here today from London via B.O.A.C.

•

Laurence Babie, French actress signed by M-G-M, arrived in New York on Sunday from Paris and will leave here tomorrow for the Coast.

•

Chester Pickman, Paramount salesman in New Haven, has returned there with **Mrs. Pickman** from the Bahamas.

•

Abe Schwartz, co-owner of the Lexington Theatre, Cleveland, is honeymooning with his bride in Florida.

•

Dave Cantor, RKO Radio exploitation manager, left New York last night for Lexington, Ky.

•

Charles S. Steinberg, Warner Brothers Eastern publicity director, is in Washington from New York.

•

George Marshall, director, left here for London last night via B.O.A.C.

•

Charles Boyer will arrive in New York from Europe today aboard the "United States."

•

Harry Foster, theatrical agent, is scheduled to arrive here today from London via B.O.A.C. Monarch.

•

Benedict Bogeaus arrived here yesterday from the Coast.

'Letters' to Open

"Letters From My Windmill," a Marcel Pagnol production, will have its American premiere at the Paris Theatre here this winter, it was announced by Herbert R. Steinmann, president of Tohan Pictures, the film's distributors.

To Dine Maternati

The Independent Motion Picture Distributors Association will give a luncheon for Joseph Maternati, director of the new French Cinema Center, at Le Valois Restaurant here today.

Wide Demand

(Continued from page 1)

ing the event, said that exhibitors, reporting on the polling which ended Sunday midnight for this year's awards, were unanimous in saying that the election had met with great popular favor and won unprecedented press support.

Meanwhile, COMPO headquarters urged all exhibitors to tabulate the count as rapidly as possible. The names of the top five leaders in each category will be made public on Dec. 2, with the final winners announced at a press dinner in Hollywood on Dec. 6.

Here are some of the comments on the election received at COMPO headquarters:

LaMar Sarra, Florida State Theatres — "Audience Awards election gained popular favor here, exceeding any municipal election in recent years."

'Tremendous Success'

Paul Lyday, Fox Inter-Mountain Theatres — "First national Audience Awards poll tremendous success in Denver area."

Ralph Russell, Palace Theatre, Canton, O.—"Finish line shows rapid rise in interest. Balloting in late days heavy with indications Audience Awards was catching on, with masses of kids showing terrific interest."

Bill Hollander, Balaban & Katz Theatres, Chicago. — "Approximately 40 per cent of theatres in this exchange area participated and 824,000 ballots distributed."

Other laudatory messages were received from Jimmy Eddy, Los Angeles; Paul Levi, American Theatres, Boston; Carlton Duffus, Richmond, Va.; and Joseph Redmond, publicity director of Fox Midwest Theatres.

UA Appeals

(Continued from page 1)

will be heard within the next two weeks at a meeting of the board of directors of the Motion Picture Association of America. The Otto Preminger production which deals with the use of narcotics, was not granted a seal because the Code bars such themes, it is understood.

The meeting of company presidents may also take up a proposed amendment to the Production Code permitting the use of narcotics subjects as film material.

'Marty' Sets Mark

(Continued from page 1)

president in charge of distribution. The gross represents the highest figure in the 21-year history of the Rugoff & Becker house.

The UA release, which took the grand prize at the recent Cannes International Film Festival, is reported to be doing record-toppling business in other key cities and small communities from Coast to Coast.

30 Firms Sign for Drive-In Exhibits

Special to THE DAILY

COLUMBUS, O., Nov. 28. – Thirty firms have signed contracts for 50 booths at the National Drive-in convention to be held Feb. 21-23 at the Hotel Cleveland in Cleveland, it was announced by Robert Wile, secretary of the Independent Theatre Owners of Ohio.

Distributors Named In Phila. Trust Suit

Special to THE DAILY

PHILADELPHIA, Nov. 28. – A suit under the anti-trust laws has been brought by Raymond Schwartz against the major distributing companies. The complaint seeks injunctive relief which would give Schwartz's Walton Theatre a first neighborhood run and an unspecified amount in damages.

The complaint charges that the defendants are engaged in a nationwide conspiracy and that this conspiracy has deprived the Walton of the run to which it is entitled.

Furthermore, the plaintiff claims that the defendants have utilized a "system of 'competitive bidding' . . . as a means of exacting unconsciously excessive film rental or unjustifiably refusing to license a picture to the theatre entitled thereto on its merits."

The plaintiff states that he will have to resort to discovery proceedings to ascertain the amount of damage he has suffered as such "information (is) peculiarly within the knowledge of the defendants."

Cinema Lodge's 2nd Luncheon on Dec. 6

New York's Cinema Lodge of B'nai B'rith, encouraged by the success of its first luncheon meeting at Toots Shor's, will hold a second luncheon meeting there Dec. 6, it was announced yesterday by Max E. Youngstein, president.

A feature of the luncheon, which is open to all Cinema Lodge members and their guests, will be the appearance of Monroe Sheinberg, New York regional director of the Anti-Defamation League of B'nai B'rith.

WB Holds Sales Meet in Phila.

A meeting of Warner Brothers Eastern and Canadian district and branch managers will be held today in Philadelphia, with Jules Lapidus, WB Eastern and Canadian division sales manager presiding.

A similar meeting, highlighting WB's forthcoming releases, will be held in Boston on Friday.

Hartman

(Continued from page 1)

forthcoming pictures, and solicited press cooperation in promoting public interest in these and other "new faces," in order that the production of theatrical motion pictures in successful competition with other entertainment media can be continued despite rising demands of established stars.

Speaking extemporaneously, Hartman pointed out that two forces bear upon the talent problem confronting producers who set out to make the high-budget picture capable of earning its way in today's market. Salary demands of top stars, together with accompanying conditions imposed, have progressed to a point where, he said, their agents virtually control starting dates, budgets, scripts and other fundamental factors.

At the same time, he observed, the inexorable calendar is having its way with many top players, yet there are few young players being prepared to take their places. All studios are increasingly aware of this, he said, and some are taking steps to develop young players, but the undertaking is so vital that the press also should do its part to popularize newcomers.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE TENDER TRAP"
in CinemaScope and Color starring
Frank SINATRA • Debbie REYNOLDS
David WAYNE • Celeste HOLM
AN M-G-M PICTURE
and SPECTACULAR STAGE PRESENTATION

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PEOPLE

Samuel Fuller has been appointed director of special projects for NBC-TV. Fuller has been national program director of NBC-TV since December, 1953.

◆

Fred McCarthy, no relation to the late **James F. McCarthy**, Connecticut district manager of Stanley Warner Theatres, has been appointed assistant manager of the S-W Strand, Hartford, replacing **Robert Miller**, resigned.

◆

A. J. Bronstein, Hartford drive-in developer, will be associated with local and out-of-state business men in construction of a $2,500,000, multi-purpose sports arena in the North Meadows Section. Arena use is envisioned for sports as well as ice shows and dancing. Seating capacity will be over 10,000.

◆

Robert L. Strickland has joined the staff of Roger Wade Productions as production manager here. For the past tree years, Strickland has been a producer with the Signal Corps Pictorial Center in Long Island City.

◆

James Vogeding of Elizabeth, W. Va., is the new owner of the Florida Theatre, Daytona Beach.

V.C. Foundation Elects 3 Directors

William J. German, president of the Variety Club Foundation to Combat Epilepsy, announced the election of three new members to the board of directors. They are Philip D. Firman, of Firman's Leather Goods Corp., New York; Harold J. Klein, of J. J. Theatres, Inc., New York, and Maurice J. Miller, of Harry K. Hecht Theatres, Passaic, N. J.

The Variety Club Foundation supports the Variety Club Clinic for Children with Epilepsy at the Albert Einstein College of Medicine-Bronx Municipal Hospital Center.

'Hell' Pulls $300,000

Universal's "To Hell and Back" was reported to have rolled up $300,000, an all-time U-I record in its first five days ending Sunday night at the RKO theatres in the Greater New York area, surpassing the five-day figures in the same theatres set by "The Glenn Miller Story."

Riley, Col. Salesman

ATLANTA, Nov. 28.–Riley P. Davis, Columbia salesman, 50, died Friday in a private hospital here. Funeral services were held in Spring Hill yesterday. Davis was a member of the Motion Picture Coloseum and the Variety Club.

FCC's George McConnaughey

Warns Against False Hope Of Quick Toll TV Decision

From THE DAILY Bureau

WASHINGTON, Nov. 28.–Any Federal Communications Commission decision on the authorization of subscription television is a long way off, FCC chairman George C. McConnaughey said today.

"I believe it but fair to warn against any false hope of an immediate solution of the toll as against free television question," McConnaughey declared. He made his remark in a speech before the National Association of Professional Baseball Leagues convention, held in Columbus, O.

The FCC cannot be expected to reach a speedy decision on the question, McConnaughey said, because of the "voluminous nature of the record, mandatory procedures and the issues involved."

Legislation a Factor

An additional complicating factor, according to the FCC chairman, was that there is "a great deal of opinion that no pay-as-you-see television can be authorized by the commission without legislation by the Congress."

The FCC chairman said that nobody was neutral on the subject of subscription television and that the commissioner had received some 25,000 formal pleadings, letters, etc. on the subject filling close to seventy volumes.

No Censor Issue at Ohio Special Session

Special to THE DAILY

COLUMBUS, O., Nov. 28.–Governor Lausche asserted strongly that he would not initiate proposals for a film censorship law at the special session of the Ohio legislature on Jan. 16, which was called to enact legislation implementing the $150,000,000 bond issue for mental hospitals voted in the November election.

The governor said he had received a dozen or more proposals to put other questions before the building program session. He said, in answering the censorship proposals, that he had "vigorously urged enactment of such legislation in the last session, but was turned down." He cited further that in the past he had refused to call special sessions for consideration of other than genuine emergency matters.

Canadian Imports Up

OTTAWA, Nov. 28.–Canadian imports of films advanced to $7,271,000 in the first eight months of 1955 in comparison to the $5,875,000 in the corresponding 1954 period, the Canadian government reported.

Normandie Has 'Dog'

M-G-M's "It's a Dog's Life" will open at the Normandie Theatre here on Dec. 22.

Uptown, Cleve., May Be a Super Market

Special to THE DAILY

CLEVELAND, Nov. 28. – If plans submitted to the zoning board of the City Council are approved, the 3,600-seat Uptown Theatre, largest theatre in this area, will be sold by Associated Circuit to a group of unnamed investors for a $500,000 Kroger super market and 200-car parking lot. Project, as presented to the zoning board, provides for the continued maintenance of the stores adjacent to the theatre on St. Clair Ave. and conversion of the theatre lobby into an arcade leading into the market and parking area. Meanwhile, operation of the Uptown Theatre will continue.

Name Vice-chairmen Of Federation Drive

The appointment of Leon Goldberg, financial vice-president of United Artists; Charles Moss, head of B. S. Moss Theatres, and Harold Rinzler of Randforce Theatres as vice-chairmen of the amusement division's participation in the 1955-56 Federation of Jewish Philanthropics campaign was announced yesterday by Adolph Schimel, chairman of the division.

In announcing the appointment of the three vice-chairmen, Schimel said that the Federation was seeking $18.-100,000 this year–$2,600,000 more than was raised last year. The extra sum is necessary, he said, to close the gap between income and human needs, "to increase the already high level of service established in Federation hospitals and social service agencies and eliminate waiting at these institutions.

"A critical problem facing Federation's medical and welfare services today," Schimel elaborated "is the necessity to provide services immediately and fully to all, and eliminate waiting lists. Despite an unparalleled record of achievement on behalf of the sick, troubled and needy, many have had to wait too long for help."

The slogan under which Federation will conduct its current campaign, is: "To answer the needs of those we serve and to answer the cries of those who wait."

Mrs. Barrett Dies

ATLANTA, Nov. 28.–Mrs. W. A. Barrett, mother of Jack Barrett, Allied Artists Southern Exchanges, Florida, sales representative, died at her home in Cartersville, Ga.

For Polio Drive Aid

Sen. Knowland Will Speak at Skouras Fete

Hon. William F. Knowland, United States Senator from California, will be a principal speaker at the March of Dimes testimonial dinner to Spyros P. Skouras, president of 20th Century-Fox. The event will take place Dec. 5 in the Grand Ballroom of New York's Waldorf Astoria Hotel.

The Senator, who will fly to New York over the weekend from Alaska, where currently he is on a survey trip, will join Basil O'Connor, head of the National Foundation for Infantile Paralysis, New York's Mayor Robert F. Wagner and a distinguished group of citizens from the business, civic entertainment, diplomatic and social worlds at the dinner.

Expect to Raise $150,000

Skouras is being honored by the polio-fighting organization for his many years of active service to humanitarian causes. Tickets to the dinner are priced at $100 per plate and an attendance of 1500 persons is expected to raise $150,000 for the 1956 March of Dimes campaign.

Toastmaster of the dinner will be Jack Benny and chairman of the dinner committee is Richard C. Patterson, Jr., New York City commissioner of commerce and public events. A special entertainment program will be staged at the affair by Leon Leonidoff, vice-president and senior producer at New York's Radio City Music Hall.

Transfer Managers In L & G Circuit

HARTFORD, Nov. 28. – Donald McPhee has been named manager of the Lockwood & Gordon Danbury Drive-in, Danbury, Conn., replacing John O'Sullivan, who was named Lockwood & Gordon district manager for central New England, supervising theatres in Massachusetts, New Hampshire and Rhode Island.

Harry Sullivan, manager of the East Windsor Drive-in, East Windsor, Conn., will move to the Pix Drive-in, Bridgeport, in a similar post, with no assignment named at East Windsor as yet by Doug Amos, L & G's Hartford division manager.

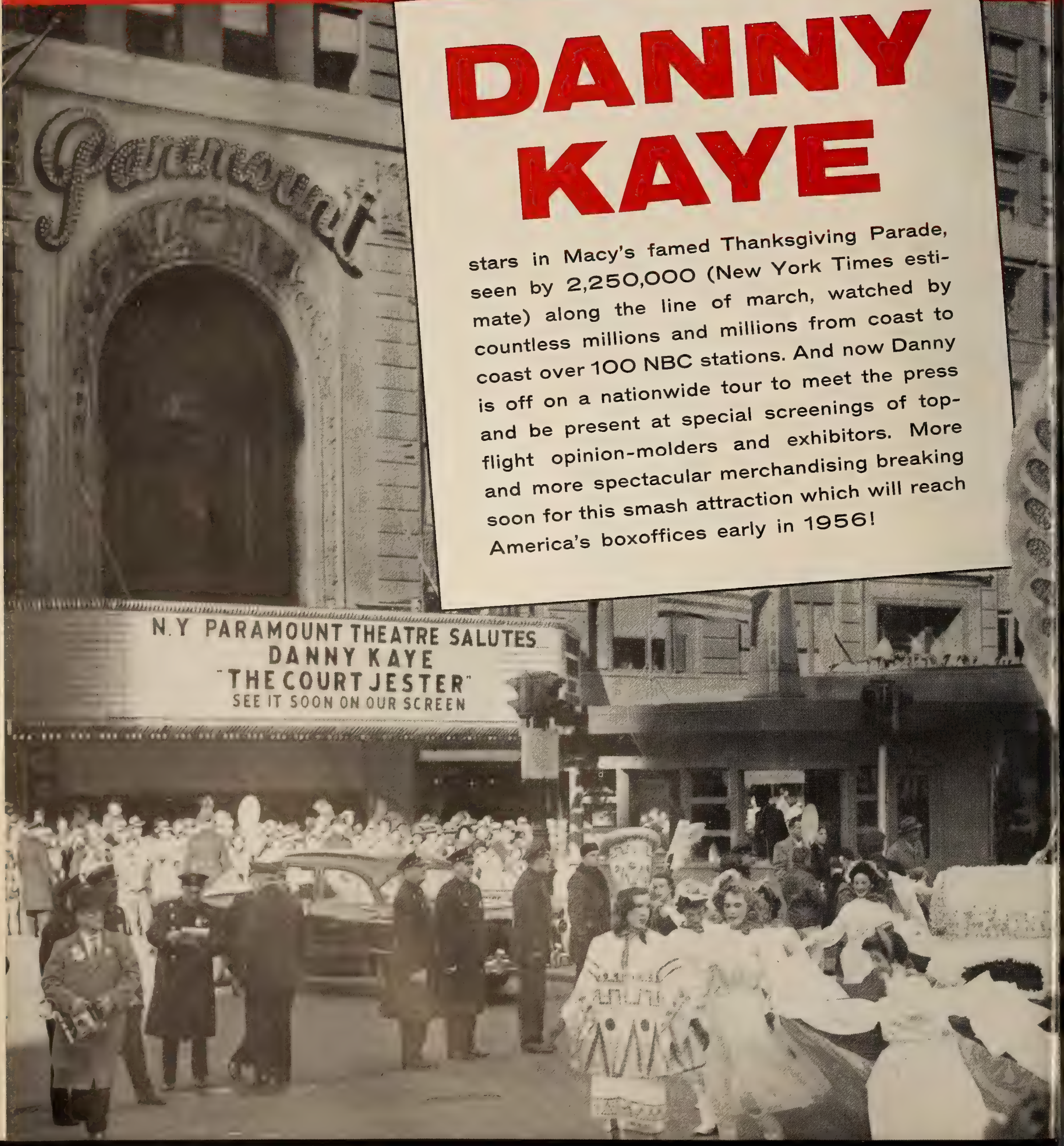
Sol Solomon, 66

Funeral services for Sol Solomon, 66, were held on Sunday at the Riverside Memorial here. Solomon, who died on Friday of a heart attack, was associated with Mort Sackett of Guaranteed Pictures Corp. He was a member of the Motion Picture Pioneers. Survivors include a brother, Gus Solomon of Warner Brothers in New York and Marty Solomon of Allied Artists in Hollywood, as well as another brother and sister.

The Big Parade Of Paramoun
Has Started For
“THE COURT JE

DANNY KAYE

stars in Macy's famed Thanksgiving Parade, seen by 2,250,000 (New York Times estimate) along the line of march, watched by countless millions and millions from coast to coast over 100 NBC stations. And now Danny is off on a nationwide tour to meet the press and be present at special screenings of top-flight opinion-molders and exhibitors. More and more spectacular merchandising breaking soon for this smash attraction which will reach America's boxoffices early in 1956!


Paramount
N.Y PARAMOUNT THEATRE SALUTES
DANNY KAYE
"THE COURT JESTER"
SEE IT SOON ON OUR SCREEN

Preselling

STER"

In VistaVision
and color by
Technicolor

BIGGEST
OF THE
YEAR!

Loew's Drive-in

(*Continued from page* 1)

in on Route 35 about three and a half miles south of Keyport. It will have a capacity of between 850 and 900 cars.

Justice Department has said it will announce its position at the time of the hearing, but would probably not oppose construction unless there was exhibitor opposition to it.

'Mitchell' Premiere

(*Continued from page* 1)

Zanesville in tribute to the people of Muskingum County for leading the nation in first-week sales of Christmas seals in proportion to population.

Runners-up in first week sales, according to NTA, were Van Burne County, Ia., which was second, and San Juan, Wash., third.

Italy-U.S. Pact

(*Continued from page* 1)

ican films was said to be ready for council action.

The three-year pact would supersede the present agreement, which had another year to run. Cost of dubbing permits, under the new pact, will be 5,500,000 lira, a sharp increase as compared to the old pact.

Other provisions of the new pact include a screen quota of 100 days for Italian films and a seven-year instead of a 10-year maturity period for the dubbing certificates. The new pact continues the provisions of the old agreement regarding remittances and permits.

TV Films

(*Continued from page* 1)

that exploratory talks are going on with representative stations concerning the distribution of the RKO Radio films to television.

The GT executive declared that 520 of the 752 features are initially set for the GT television outlets. He said that the remaining 232 films will be withheld because of legal entanglements. Manby also stated that while 924 short subjects have been inventoried from the RKO Radio vaults, "many of them are not suitable for TV."

"We have taken no orders from TV stations or distributors for the films," Manby said, explaining that GT is hoping that some sort of a partnership basis can be evolved from the current discussions whereby the TV outlets would take the whole batch over a 10-year period. Manby said that GT offices around the country are sending out sales letters and brochures announcing the availability of the films, but not taking orders for them until the exploratory discussions are completed and a definite releasing program is formulated.

He said that from the discussions which have taken place thus far, it has been indicated to GT that these films would get a "warm reception."

UATC Net

(*Continued from page* 1)

ing practice adopted last year, the undistributed earnings of Metropolitan Playhouses and companies less than majority-owned are now excluded from the consolidated income statement. If these earnings had been included, the net income would have been increased by $297,738, or $342,132.

It was pointed out that the remaining 50 per cent interest in Rowley United Theatres was acquired prior to Aug. 31 and that if the acquisition had taken place at the beginning of the fiscal year, the consolidated net income would have totalled $233,920, which, added to the earnings of Metropolitan Playhouses, would have resulted in earnings of $546,548.

All directors of the circuit were reelected at today's meeting. They were Charles Allen, Benjamin Buttenwieser, A. H. Frisch, James Landis, Douglas Moffat, Bertram S. Nayfack, Edward H. Rowley, Joseph M. Schenck, Joseph M. Seider, Milton Shubert, George P. Skouras, George Textor, Milton C. Weisman and Raymond V. Wemple.

In a statement to stockholders it was explained that the company sold to the public 400,121 shares of its common stock, the net proceeds from which amounted to $6,001,815, of which approximately $5,275,000 was utilized to retire two bank loans.

In a question and answer period, conducted by Frisch and Skouras, the stockholders were brought up to date on Magna Theatre Corp. and Todd-AO. The company has an interest of 31.7 per cent in Magna which, in turn, owns 62½ per cent interest in Todd-AO.

Allied of Ohio

(*Continued from page* 1)

proved by the board of directors of ITO of Ohio at a meeting here.

The board said that resignation from COMPO will remain effective until "reforms in management and changes in personnel have been effected as will insure the organization's operation in conformity to the by-laws and in accordance with the intent of the founders and until the Allied States Association renews its membership."

The Ohio board commended the Allied board of directors for establishing a national tax committee consisting of Col. H. A. Cole, Trueman Rembusch and Abram F. Myers. The Ohio board pledged "hearty support" and co-operation with the national committee.

Action in deferring the tax reduction attempt until the 1957 Congressional session was prompted by reports that if any tax cut is voted in 1956 it would be a general income tax slash for the public, not for special groups.

THE
LAST
FRONTIER
CINEMASCOPE
COLOR BY
TECHNICOLOR
FROM Columbia!

Columbia 1956 Gross Seen on Par with 1955

Shareholders Interrogative, But Friendly

(*Continued from page* 1)

this year, ended on Sept. 25, were 81 cents per share in comparison to the $1.24 earned per share in the 1954 comparable period.

For the 13-week period ended on Sept. 24, 1955, Columbia's net profit before income taxes was $1,763,000 as compared to $2,553,000 earned for the comparable 1954 period. After estimated Federal, state and foreign income taxes, the net profit for the 13-week period was $889,000, compared to $1,204,000 last year. The earnings per share of common stock after preferred stock dividends, for both the current year and prior year, are based on the 1,041,293 shares which were outstanding on Sept. 24, 1955.

Praises 'Waterfront'

In reply to a question by stockholder Max Shapiro, Schneider said that "we cannot judge our business on a quarterly business. Motion pictures such as 'Picnic' and 'The Eddie Duchin Story,' which will be released domestically in the second half of the current fiscal year, should help Columbia at least to equal its gross of last year." He said that "Waterfront" helped Columbia business last year "immensely."

Schneider also said that Columbia's television subsidiary, Screen Gems, is expected to attain an $11,000,000 gross by next June 30 as "business is moving at a fine pace." He reported that Screen Gems' gross last June was $5,000,000.

Queried on Actors' Deals

The meeting commenced in an amicable mood when stockholder Rosalind Mia Copping congratulated Cohn on the company's good looking annual report. She, however, was concerned about actors' participating deals in motion pictures and asked Cohn if he approved giving Marlon Brando 85 per cent of the net for a film. Cohn replied that he would not give such a deal and that Brando asks 75 per cent in a participation deal.

Columbia Pictures has no immediate production plans which call for the utilization of the 65mm. or 55mm. CinemaScope wide-screen processes, president Harry Cohn stated here yesterday.

Dr. Harry Hiss, a Chicago stockholder, complimented Cohn and the management of the corporation, including the board of directors, for "doing a fine job in looking out for themselves." He said that "you ought to throw the stockholders a bone, also." Dr. Hiss declared that the salary of company officers were "excessive" and questioned the company proposal of extending executive vice-president Jack Cohn's employment contract and the issuing of stock options to Leo Jaffe and Rube Jackter. Miss Copping has previously questioned Schneider about the sale of some of Columbia shares.

Cohn Contract Approved

Approximately 85 per cent of the outstanding shares of the company were present at the annual meeting. The stockholders unanimously elected

All Members Of Directorate Are Renamed

Harry Cohn; Jack Cohn; Schneider, A. Montague, A. M. Sonnabend, Alfred Hart, N. B. Spingold, L. M. Blancke and Donald S. Stralem as directors. The company's proposal to extend the employment contract of Jack Cohn was approved 847,095 to 10,732; the stockholders voted 837,810 to 20,018 in favor of issuing stock option rights to Jaffe and 837,725 to 20,103 in favor of issuing stock option rights to Jackter.

Charles Schwartz, Columbia secretary, pointed out that the stock option rights to Jaffe and Jackter call for the price of $25.11 per share while the current market price lists the company's stock on the board at $23. The stockholders also unanimously voted to retain Price Waterhouse & Co. as Columbia's accountants and auditors.

Officers Reelected

The board of directors, immediately after the stockholders meeting, reelected: Harry Cohn, president; Jack Cohn, executive vice-president; Schneider, vice-president and treasurer; Montague, N. B. Spingold, B. B. Kahane, Jerry Wald, Joseph A. McConville, Louis J. Barbano, Jaffe and Paul N. Lazarus, Jr., vice-presidents; Schwartz, secretary; Mortimor Wormser, assistant treasurer; Bernard Birnbaum and Duncan Cassell, assistant secretaries, and Arthur Levy, controller.

Columbia's Investment in Independent Production to Be Increased Next Year

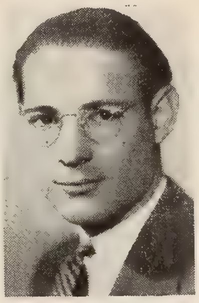
Columbia Pictures' investment in independent production of motion pictures in the fiscal year ending on June 30, 1956, is expected to exceed the $13,810,830 which the company allocated in the previous fiscal year, according to Columbia vice-president and treasurer A. Schneider.

Schneider, pointing to the Columbia annual report at yesterday's stockholders meeting, said that the financing of independent films "would be far greater than before."

The Columbia annual report, dated June 25, 1955, shows that the film company invested $6,592,884 in released productions, less amortization; $4,292,643 in completed productions not yet released, and $2,925,303 in productions in process.

Last November, Harry Cohn, Columbia president, announced the allocation of $10,000,000 for the financing of independent pictures. Cohn, at that time said, that "we are aware that the so-called product shortage has been and will continue to be the industry's prime problem. I can think of no better way to alleviate the situation than to provide a large sum of money for the support of new film projects."

Cohn turned all questions concerning this matter over to Schneider yesterday, who did not divulge just what amount has been spent thus far.



A. Schneider

Columbia's 'Duchin Story' And 'Picnic' to Music Hall

Columbia Pictures CinemaScope production of "Picnic" will open at the Radio City Music Hall in early February and will be followed by "The Eddie Duchin Story," another Columbia CinemaScope production, it was announced here yesterday by Harry Cohn, president.

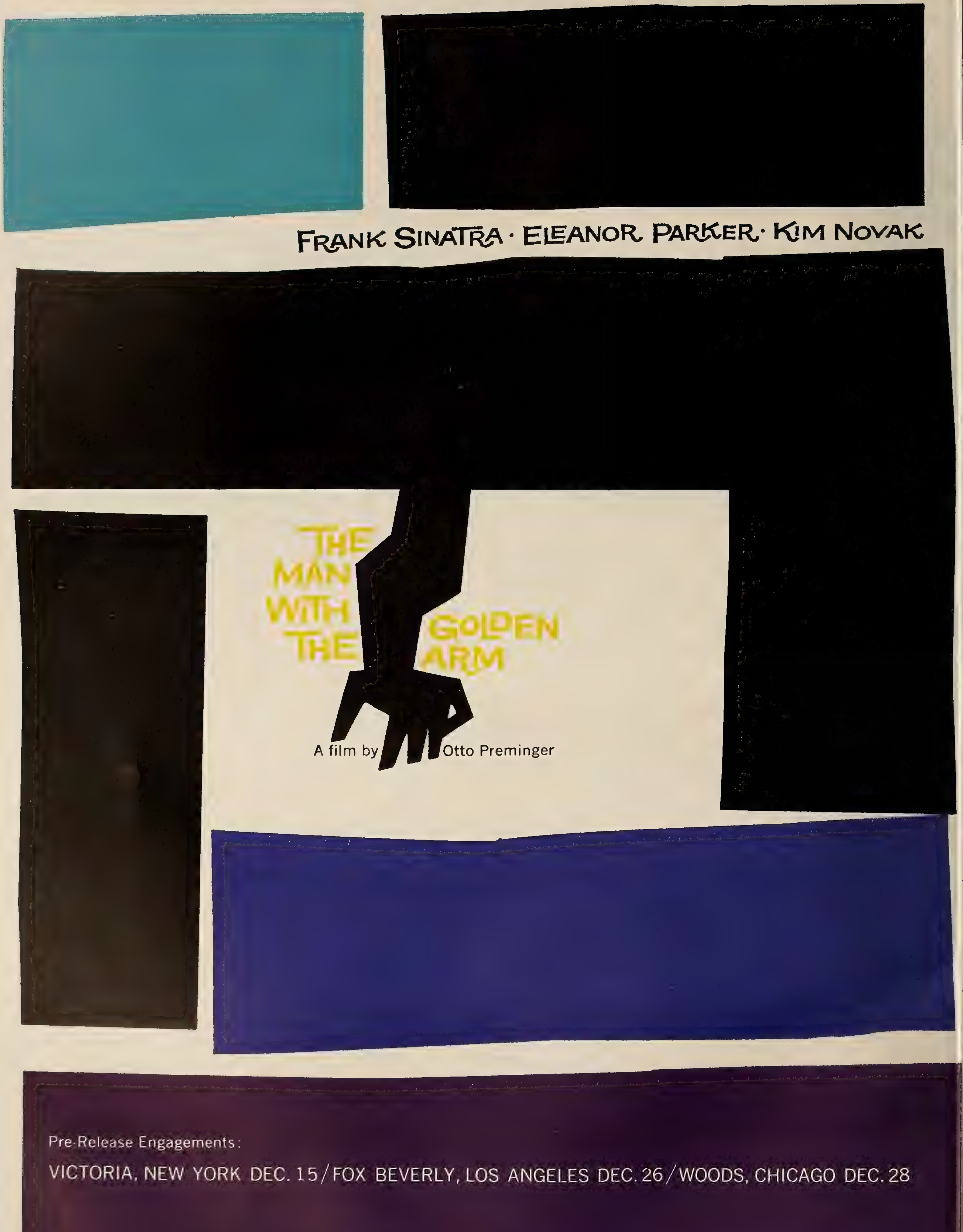
Denies Cohns Selling Block of Col. Shares

Harry Cohn, president of Columbia Pictures, yesterday issued a denial of reports that he, the Cohn family or his brother Jack, executive vice-president, who together own 35 per cent of the outstanding stock of the corporation, have any plans to dispose of a block of 100,000 shares.

In reply to a remark by stockholder Charles McGoldrick, who said there was a current Wall Street rumor to this effect, Cohn said that "we have all our eggs in the basket and though Jack and I are the biggest stockholders, I owning 220,000 shares, we have no plans to dispose of any."

HIGH
ABOVE
ALL
OTHERS!

DESIGNED BY SAUL BASS



FRANK SINATRA · ELEANOR PARKER · KIM NOVAK

THE MAN WITH THE GOLDEN ARM

A film by Otto Preminger

Pre-Release Engagements:

VICTORIA, NEW YORK DEC. 15/FOX BEVERLY, LOS ANGELES DEC. 26/WOODS, CHICAGO DEC. 28

With Arnold Stang, Darren McGavin, Robert Strauss, John Conte, Doro Merande, George E. Stone, George Mathews, Leonid Kinskey, Emile Meyer, Shorty Rogers, Shelly Mann
Screenplay by Walter Newman & Lewis Meltzer, From the novel by Nelson Algren, Music by Elmer Bernstein, Produced & Directed by Otto Preminger, Released by United Artis

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 103 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 30, 1955 TEN CENTS

Fabian Reports

SW Net Profit Increased 73% At Year's End

'Marked Progress' by 3 Operating Divisions

The Stanley Warner Corp. has increased its net profit by 73 per cent for the fiscal year ended on Aug. 27, 1955, according to president Simon H. Fabian, who declares in the company's annual report that the consolidated net for S-W and its subsidiaries, after all charges, was $3,065,800 or $1.39 per common share as compared to $1,770,100 or 80 cents per share for the previous fiscal period.

S. H. Fabian

Fabian reported that the consolidated net profit amounted to $6,865,800 after deducted depreciation and amortization of $4,759,200, but before deducting provisions for Federal

(*Contnued on page* 7)

MPAA to Cite New Films to Bishops

The Motion Picture Association board at a meeting here this week discussed the Nov. 23 statement of the Catholic Bishops Committee on Motion Pictures, which charged an increase in moral laxity in films and a tendency to evade the industry's Production Code.

Eric Johnston, MPA president, was authorized to present either to the Committee or to some appropriate member of the hierarchy the board's views that a general improvement in film content is evident in films produced or released in recent months. The board feels that the film study on which the Bishops' statement was based may have been made too early to take into account such improvement.

Theatre Admission Taxes for the 1955 Fiscal Year Amounted to $105,139,000

From THE DAILY Bureau

WASHINGTON, Nov. 29.—Theatre admission taxes for the 1955 fiscal year ended June 30 amounted to $105,139,000 compared with $270,520,000 in the previous fiscal year, it was announced today by O. Gordon Delk, acting Commissioner of Internal Revenue, who issued the annual report.

It was pointed out that the figures represent a tax of one cent for each five cents or fraction of the payment paid to March 31, 1954, and one cent for each 10 cents thereafter. Taxes from all amusement admissions were $310,264,000 in 1954 and $145,357,000 in 1955.

Sindlinger & Co., business analysts, pointed out yesterday that on March 4, 1954, it had told Treasury Department economists, in outlining estimates of the effect of various admission tax rate cuts, that Treasury revenue for the 1955 fiscal year would be $105,400,000, within $261,000 of the actual figure.

Public Must Assist In TV Improvement, FCC Chairman Says

George C. McConnaughey, chairman of the Federal Communications Commission, last night called on the American viewing public to shoulder the responsibility of improving television programs. Speaking at Sylvania Television Awards dinner here, McConnaughey said that he opposed the creation of government programming standards but that programs must be improved.

McConnaughey emphasized that the F.C.C. had no power of censorship

(*Continued on page* 6)

Pinky Herman's report of the Sylvania Television Awards for 1955 at the Waldorf-Astoria here last night will be found on Page 6.

Italy, U.S. Sign New 3-Year Film Pact; Import Level Stays

Conclusion of a new three-year film arrangement with Italy was announced by Eric Johnston yesterday.

The MPEA president said the agreement maintains the present import level of 190 films per year for the eight companies operating their own distribution organizations in

(*Contnued on page* 7)

Goldwyn Jr., Urges Back-to-Films Drive

A three-fold program to win the public back to the motion picture screen was outlined here yesterday by Sam Goldwyn, Jr., in an address before a luncheon meeting of the As-

(*Contnued on page* 7)

To Elect Directors, Officers

Call Membership Meeting on Compo Future Status for Dec. 15 Here

Notices were sent out yesterday by the Council of Motion Picture Organizations for a meeting Dec. 15 at the Sheraton-Astor Hotel here of the COMPO membership, board of directors and executive committee.

The meeting of members will open at 10 A. M., according to the notice issued by Sidney Schreiber, COMPO secretary, and will be held for the election of directors, adoption of a budget and to receive a report on COMPO's affairs.

Immediately after the annual meeting of the membership there will be a meeting of the board at which there will be an election of officers for the coming year and the election of members of the executive committee.

The meeting of the executive committee will follow the meeting of

(*Contnued on page* 7)

Draft Approved

Green Light to Arbitration by Distribution

MPAA Legal Committee Favorable to Formula

The legal committee of the Motion Picture Association of America yesterday approved the latest draft of a formula for an industry arbitration system. The approval of the committee, which is composed of the major company's attorneys, is regarded as tantamount to distribution's acceptance of the draft.

The lawyers indicated that as far as they were concerned the plan now was ready to be submitted to the Department of Justice for its study and action. It then will be submitted to the statutory court before it can become effective.

The draft has been okayed to date by Theatre Owners of America and the Independent Theatre Owners Association. It was rejected by Allied States Association and the Southern

(*Contnued on page* 7)

Rank Product To ABC-TV

Television Today..

Deal whereby ABC-TV will acquire 104 feature pictures, mostly from the J. Arthur Rank inventory, is close to completion, it was reported here yesterday. Robert Benjamin, president of the J. Arthur Rank Organization, confirmed that negotiations

(*Continued on page* 6)

Arnall Says Compo Should Continue

The continuation of the Council of Motion Picture Organizations was urged here yesterday by Ellis G. Arnall, president of the Society of Independent Motion Picture Producers.

Arnall said he felt it would be injurious to the industry if such an all-industry organization as COMPO would go out of existence. SIMPP is one of the charter COMPO members.

PERSONAL MENTION

LACY W. KASTNER, president of Columbia International, has returned to New York from the Far East.

•

SIDNEY KAUFMAN, head of Grand Prize Films, is the father of a daughter born here to MRS. KAUFMAN at Doctors Hospital. The mother is the daughter of the banker, JAMES P. WARBURG, and KAY SWIFT, composer.

•

SIR ALEXANDER KORDA and VINCENT KORDA, chairman and director, respectively, of London Films, will arrive here tomorrow from England via B.O.A.C.

•

MICHAEL HAVAS, RKO Radio supervisor for Latin America, will return to Mexico City today from New York, with a stopover scheduled in Havana.

•

JOE FARRY, head of the motion picture department of "Woman's Day," was married to HELEN BAKER at a nuptial mass in Holy Cross Church, Brooklyn.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, will leave here today for a three-day tour of upstate New York.

•

CHARLES BOASBERG, special assistant to GEORGE WELTNER, Paramount worldwide sales head, left New York yesterday for Chicago.

•

BERNARD GATES, Allied Artists supervisor for Latin America, returned to Rio de Janeiro yesterday from New York.

•

HAROLD HECHT, president of Hecht-Lancaster Productions, will return to New York today from Paris.

To Announce Awards Leaders on Friday

As additional reports on the Audience Awards poll came into the COMPO offices here yesterday, arrangements were being made in Hollywood to announce on Friday the five top leaders in each of the election's five categories. The announcement will be made at a press breakfast in Hollywood by Elmer C. Rhoden, national Audience Awards chairman.

The names will be listed alphabetically, and not by the size of the vote. Names of the final winners in each category will be kept secret until the night of the press and industry dinner in Hollywood on Dec. 6.

20th Negotiating for 'Hatful of Rain'

Negotiations for the motion picture rights to "A Hatful of Rain" are currently underway between 20th Century-Fox and the producers of the Broadway drama which deals with narcotics, according to 20th-Fox vice-president Joseph Moskowitz, who yesterday reported that no deal has been consumated as yet.

European Pick-Up Is Noted by Kreisler

Film production and theatre attendance are picking up in all but one of the 11 countries visited during his 12-week motion picture survey in Europe, Bernard Kreisler, president of International Film Associates Corp. said, upon his return here.

He attributed this to the improved economic conditions in all European countries not behind the Iron Curtain and also to the public's interest in better pictures.

Kreisler commented that the impact of television in England with its recently introduced commercially sponsored programs was hurting cinema business. "They have about 5,000,000 sets in use there," he said. "But it has caused no dent in theatre attendance on the Continent where the number is less than 1,000,000 in each country I visited."

French Will Bring Over Picture Talent

The French Cinema Center, which will be set up here shortly with a staff of four men, plans to bring French picture talent to the United States to help in the promotion of quality pictures, director Joseph Maternati stated at a luncheon held at the Le Valois Restaurant here yesterday under the auspices of the Independent Motion Picture Distributors Association.

Maternati, who was introduced to some 40 IMPDA members by president Arthur L. Mayer, said that the Cinema Center would shortly embark on a study of the U. S. market in order to advise French producers as to the type of films which would be suitable here.

"The French Cinema Center also will act as a liaison between U. S. distributors and French producers and help American distributors in any censorship disputes which should arise over the exhibition of French films," Maternati said.

'Alert' Bows Friday

The Warner Brothers short subject "24 Hour Alert" will have its world premiere at the Michigan Theatre in Detroit on Friday, the film company announced.

MPA Board to Hear 'Arm' Appeal Dec. 9

The Motion Picture Association board of directors is scheduled to hear an appeal by United Artists from the denial of a Production Code seal for "The Man with the Golden Arm" on Dec. 9. The picture has a narcotics theme, forbidden by the code.

At the same meeting the MPA board may consider a proposed amendment to the Code which would permit film subject matter pertaining to narcotics or addiction under specified conditions.

Shor to Address N. J. Allied Meet

Rube Shor, president of Allied States Association, will be a principal speaker at the membership meeting of Allied Theatre Owners of New Jersey which will take place tomorrow following a luncheon at the Ritz Restaurant, Passaic, N. J.

The agenda for the meeting, which will take place at 2 P. M., has been set by ATONJ president Sid Stern and includes subject matter from film rentals to bingo.

The annual Jersey beefsteak party, to which all branches of the industry are invited, will take place at the Ritz Restaurant at 7 p. m.

Edison Foundation Awards on Dec. 13

The Thomas Alva Edison Foundation will make its first annual Mass Media Awards at a dinner at the Waldorf Astoria Hotel here Dec. 13, Charles Edison, honorary president, announced yesterday.

Awards will be made to the film best serving the national interest; to the best children's film, and the best science film for youth. Other awards will be made to television programs in corresponding classifications and to radio programs. Also there will be an award for radio and TV stations which best served youth in 1955.

SDG Awards Dinner Jan. 29, at Biltmore

HOLLYWOOD, Nov. 29.—The Screen Directors Guild today disclosed that its fifth annual Screen Directors Guild Awards Dinner will be held at the Biltmore Bowl, Jan. 29, when awards for the best directing of theatrical and television films will be presented.

Sullivan, Levy Enplane

Edward E. Sullivan, 20th Century-Fox publicity director, and Charles Levy, national magazine contact, will leave here today for Hollywood for studio conferences concerning forthcoming product.

$2,730,000 N. Y. Suit Settled for $100,000 Plus a Desired Run

An anti-trust suit for $2,730,00 against major companies and thre circuits was settled out of court her yesterday for an amount reported a $100,000. The action had bee brought by the operators of the Elm wood Theatre in Queens, Copark Inc., which had sued for $1,650,000 and Sagmose Realty Co., which ha asked $1,080,000. All companie agreed to the settlement with th exception of RKO Radio. Exhibito plaintiffs were United Artists Theatr Circuit, Skouras Theatres Corp. an Metropolitan Playhouses.

According to William Gold, attorney for the plaintiffs, under th terms of the settlement the Elmwoo will get first neighborhood run on th Loew's and RKO split. The suit ha charged discrimination against th Elmwood in favor of the defendan circuits.

A. L. Mayer to Speak

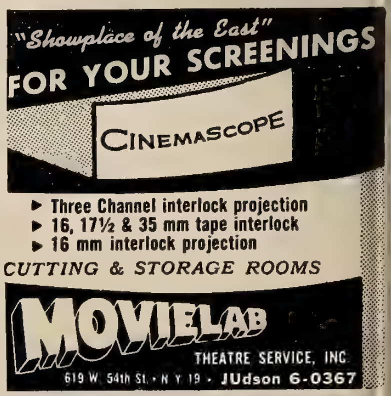
Arthur L. Mayer, foreign film distributor and president of the Independent Motion Picture Distributors Association, will be the principa speaker on the Martha Deane WOR radio show tomorrow morning, discussing "Is There Undue Brutality in Films." Tomorrow afternoon, Mayer will speak at the New School here on "The Great Past and Greater Future in Films."

Show 'Wonders' Today

Columbia Pictures and the Convention and Visitors Bureau of New York jointly will host a reception and preview showing of Columbia's CinemaScope featurette "Wonders of Manhattan" at Toots Shor's restaurant this afternoon.

WB Declares Dividend

The board of directors of Warner Brothers Pictures, at a special meeting held here yesterday, declared a dividend of 30 cents per common share, payable on Feb. 4, 1956, to stockholders of record on Jan. 13.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VERY WARM FOR JANUARY!

LANA TURNER

dares the devil
in M-G-M's

"DIANE"

Co-starring

PEDRO ARMENDARIZ
ROGER MOORE
MARISA PAVAN
SIR CEDRIC HARDWICKE

with

TORIN THATCHER · TAINA ELG

Screen Story and Screen Play by
CHRISTOPHER ISHERWOOD

Based On the Story "DIANE DE POITIERS" by
JOHN ERSKINE

Photographed in **EASTMAN COLOR**

Directed by **DAVID MILLER**

Produced by **EDWIN H. KNOPF**

In **CINEMASCOPE**
And **COLOR**

(Available in Magnetic Stereophonic,
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"All that Heaven Allows"

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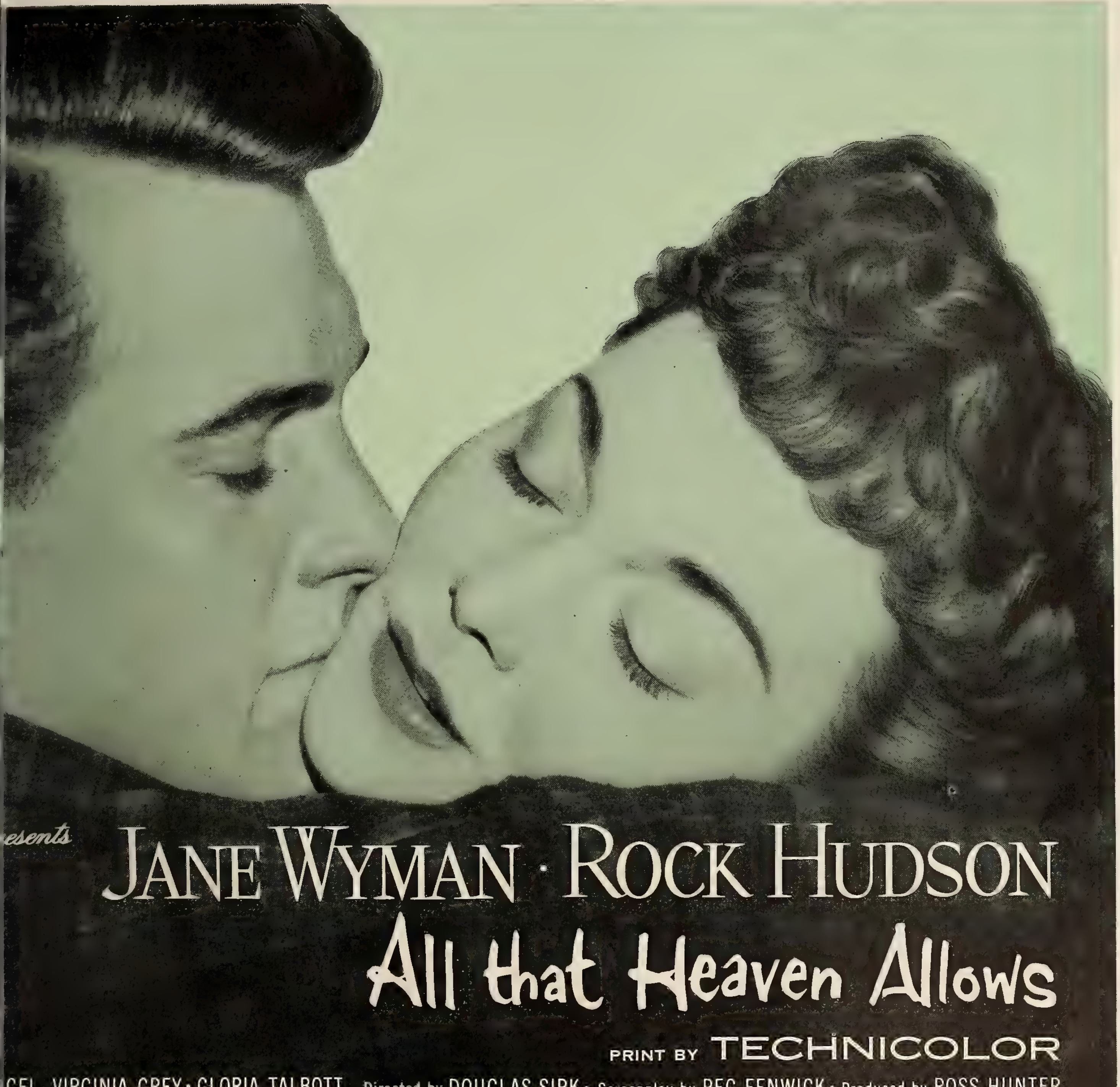

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JANE WYMAN · ROCK HUDSON

All that Heaven Allows

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AGEL · VIRGINIA GREY · GLORIA TALBOTT Directed by DOUGLAS SIRK · Screenplay by PEG FENWICK · Produced by ROSS HUNTER

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COSMOPOLITAN
Silver Screen
Family Circle
creen stars
PHOTOPLAY
Motion Picture
Hollywood Stars
WOMAN'S DAY
modern screen
Screen stories
seventeen
Filmland
MacLEAN'S (CANADA)
MOVIELAND

Universal International

Rank-ABC

(*Continued from page* 1)

for the acquisition of the films by the network were in progress and that consummation of the deal appeared certain.

It is reported that ABC-TV plans to utilize the product on the 3 to 5 P. M. slot daily to play opposite National Broadcasting Co.'s "Matinee" program which is said to have built up a strong housewife following.

The new program of films by ABC-TV is slated to start on Jan. 16 if the deal is closed.

Wallis to New York

Hal Wallis, producer of Paramount's "The Rose Tattoo," will arrive in New York over the weekend from Hollywood to attend the Actor's Studio benefit world premiere of his VistaVision film at the Astor Theatre on Dec. 12.

Poe to Europe

Seymour Poe, executive vice president of I. F. E. Releasing Corp., will leave here for Rome and Paris tomorrow to screen and negotiate for Italian and French films which have been completed since his last European trip in June.

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

WITH the keynote address delivered by FCChairman George C. McConnaughey, asking that television material be "moved from the barroom or midway" into programming more fitted for the living room, the 1955 Sylvania Television Awards were presented last night at the Waldorf-Astoria Hotel here to 30 programs and personalities. Besides a special citation to James C. Hagerty, White House press secretary, for opening Presidential news conferences to television, other recipients of the Awards included "Peter Pan" (co-starring Mary Martin and Cyril Ritchard), voted "Television Show of the Year" and "Show Most Entertaining to the Whole Family" (produced by Fred Coe over NBC); Louis G. Cowan's $64,000 Question," CBSponsored by Revlon (Hal March emcee) was named "Best New TV Series"; Sidney Poitier's performance in the NBC program "A Man Is Ten Feet Tall" earned him the "Best Performance by an Actor" mantle and the author of that story, Robert Alan Arthur, was honored as writer of "Most Original Teleplay"; "Best Performance by an Actress" was copped by Julie Harris for her emoting in "Wind from the CBSouth"; Jose Ferrer was cited for "Best Performance in a Classical Role" for his "Cyrano de Bergerac" (NBC) while Ed Begley in "Patterns" (NBC) earned the nod for "Best Performance in a Supporting Role"; "Patterns" also won the "Best Dramatic Show" heat; Mildred Dunning's "A Child Is Born" (ABC) role earned the "Best Supporting Distaffer."

☆ ☆ ☆

"The Ed CBSullivan Show" repeated its 1954 achievement, winning the "Best Variety Show" honors and Phil Silvers' "You'll Never Get Rich" (CBS) was named the "Best Comedy Show." ABCaptured two additional Awards when "The Voice of Firestone" was named "Best Musical Series" and Walt Disney's "Mickey Mouse Club" was voted "Best Network Children's Show." In the Network Public Service race, "The CBSearch," last year's winner, did a repeat, while "Omnibus" (Ford Foundation-CBS) was named "Best Network Educational Series."

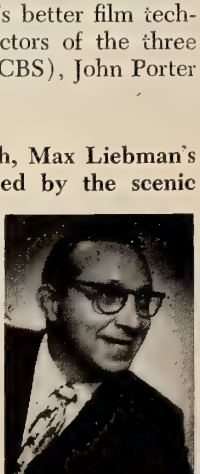
☆ ☆ ☆

Bruce Anderson's masterful direction of the "Wanted" TV CBSeries, has gained the attention of Hollywood. He's already received three bids to meg for the flickers. . . . Pretty red-haired songstress Julie Conway, who used to work with Jack Smith some few years ago, is again associated with Smith in the daily CBStrip, "Love Story." Stan Englebart has penned her profile titled, "The Jingle Queen" for a forthcoming edition of "American Weekly." . . . . Mickey Alpert, the Kudner Agency songwriter-exec, has what appears to be a slick-click in the rhythmic "Hoof-beat" which he cleffed with Rex Trailer, whose new ABC-Paramount platter is getting a big deejay play. . . . K & W Film Service has expanded its modern quarters on Broadway and has established a complete new Art Dept. under the supervision of Ralph Koch, one of the stem's better film technicians. . . . Did you know that the advertising directors of the three major networks are each named John? John Cowden (CBS), John Porter (NBC), John Eckstein (ABC).

Bruce Anderson

☆ ☆ ☆

While driving with his wife in S. Miami last month, Max Liebman's talented NBConductor Charlie Sanford was enthralled by the scenic beauty and horticultured splendor of an estate. They stopped, drove into the grounds and complimented the owner. A half-hour later they became the new owners by leaving with the man a healthy deposit. The maestro now commutes via plane for his TV chores. . . . Not only did Harry Wismer turn in a sparkling play by play account of the Turkeyday football clash between the Detroit Lions and the Green Bay Packers but the 13-city Trendex of the ABC-TV special hit a 15.4, which is the equivalent of about 50 per cent of the viewing audience in the cities sampled. . . . Don't be surprised if the Kudner Agency signs Bess Myerson for a permanent role in the forthcoming new "Edgar Bergen Show" which will be CBSlotted right after the "$64,000" quizzer.



Charles Sanford

Aid to TV

(*Continued from page* 1)

over broadcast programs, and that "forces other than government" must set in motion the influence that will result in improvements in all areas of broadcasting.

He stated that too few people realize that they have a right to demand that the public's needs, wants and interests are served. The public, he said, must be awakened to its potential influence, "and made articulate so that those who create, produce, and sponsor programs may know what is expected of them."

Sees More Than Entertainment

Stating that there is much on television today that is both enjoyable and informative, the F.C.C. chairman said that while there is a place in television for programs designed to entertain and divert, the medium must be more than merely a means of entertainment.

"It is an unequalled medium for enlightenment and education," he said.

He described two divergent views on programming — one which holds that television must stress new values and feature the unfamiliar, and the other which contends that such a mass medium must offer what mass tastes want.

Wants Taste Served, and Raised

"Our broadcasting system can accommodate both," McConnaughey asserted. "It is not reserved exclusively for either the avant-garde or those of us who lag behind. The job is not only to serve the public taste, but to raise it a little. A balance must be struck between the industry's creative instincts and capacities, and what the public wants and needs or will accept and comprehend."

TCF, Sponsors Talk Five More Programs

Television Today..

HOLLYWOOD, Nov. 29. — TCF Television Film Corp. is in negotiation with sponsors for five additional telefilmed programs, and expects to announce at least three before the first of the year, Irving Asher, general manager in charge of TCF production, told the press at the studio today. These additions will bring the studio's output to seven, he said.

Asher declined to name the new programs being offered sponsors, or to describe them in terms of subject matter or length, but stressed the fact that TCF's big studio, refurnished at a cost of $2,000,000 and being equipped to accommodate greatly increased personnel, is being restricted to its own production uses and is refused to outside producing companies seeking to rent its facilities.

'Web' to Palace

Columbia's "The Crooked Web" will open at the Palace Theatre here on Dec. 9.

Fabian Report

(Continued from page 1)

and Canadian income taxes and con-ingencies.

This compares with a similar profit of $3,595,100 earned during the prior year, when depreciation and amortization totaled $3,476,400, the annual eport revealed. Provision for Federal and Canadian income taxes was $3,-50,000 which was more than double he $1,725,000 provision for the prior ear. The provision for contingencies vas $150,000; $100,000 last year.

"The increase in earnings permitted is to pay dividends of $1.00 per hare during the year ended Aug. 27," abian said, pointing out that last ear's dividends totaled 70 cents per share.

Theatre admission and merchandise ales and other income for the year otaled $92,410,500 as against $66,-47,800 one year ago, the S-W head aid.

Goldwyn, Jr., Asks

(Continued from page 1)

ociated Motion Picture Advertisers at he Piccadilly Hotel.

Goldwyn called for the preparation f newspaper publicity material of a higher caliber so that the motion pic-ure amusement pages will once again egain the prominence they deserve n the basis of public interest.

The producer recommended that he industry conduct a public rela-ions campaign to educate the people, specially the young, in order that the ndustry be open to new talent, new deas and new skills. He strongly rged the industry, as his third point, o stop being the "greatest broad-asters of gloom."

Goldwyn, in his address to the ıncheon meeting, set as a salute to im, said he made the recommenda-ions on the basis of a tour around he country he conducted in connec-ion with his "Man with a Gun," to e released by United Artists.

G.T. to 'Control' Releases to TV

General Teleradio has no intention f making a total blanket release of KO Radio features to television in anuary, according to C. R. (Bob) Manby, GT vice-president, who yes-erday reaffirmed his company's inter-st in the welfare of motion picture xhibitors.

Manby, who told the MOTION PIC-URE DAILY on Monday that the first f 520 old RKO Radio films would e presented on the six GT television ations "sometime in January," an-ounced yesterday that "no plans ave been made as to any specific umber of features to be made avail-ble" to TV.

He also reiterated the previous as-ertions by all GT officials that the isposition of the RKO Radio library television would be accomplished a controlled manner that would mply replace other films already in V distribution.

Benton's Iron Curtain Nation Tour

Says Soviets Wouldn't Show Most U.S. Films If They Were Gratis

The Soviet Union and East European satellite nations "wouldn't show most of our films if we gave them to them free," William Benton, publisher of the Encyclopedia Brittannica, declared here yesterday.

The former U. S. Senator from Connecticut, returning from a four-week tour of the U.S.S.R. and East Europe, stated that the Communist nations were interested only in showing American films which put the U. S. in a bad light. He expressed his congratulations to the U. S. motion picture industry for not allowing Russia or its satellites to hand-pick the American pictures which they would show.

Like 'Salt of the Earth'

Benton, commenting on reports that Communist nations were seeking Hollywood films, said they were interested only in pictures such as "Salt of the Earth," not made in Hollywood, but a film sponsored by the Communist-line United Mine and Smelters Workers Union. This film, he went on, is being played in Czechoslovakia.

The films of Charles Chaplin also are popular behind the Iron Curtain, he went on, stating that the Communists were making political capital of his exile from the U. S.

Benton, commenting on his four-week trip behind the Iron Curtain, said Polish and other Iron Curtain Country officials expressed an eagerness to learn technical aspects of American film production.

In Czechoslovakia, plans this year call for producing three feature films in Slovak and 18 in Czech, Benton said he was informed.

Aim at 51 TV Stations

In Russia, he said he was told of plans to have 51 TV stations in operation by 1958. It was estimated that there are 1,000,000 TV sets now in operation in Russia, with 6,000,000 to 7,000,000 sets seen by 1958. Feature films are shown on TV about one week after their theatrical release, Benton was told.

In Hungary, Benton said, he was told only one American film had been shown this year. By its description, Benton indicated that it was "The Little Fugitive." He also said that a Hungarian official informed him that negotiations are now going on for the American film "Marty," which from the Hungarian point of view is considered "realistic."

Arbitration

(Continued from page 1)

California Theatre Owners Association. The Metropolitan Motion Picture Theatres Association tabled action on the draft at its last meeting, reportedly because of lack of unanimous approval. This was not regarded, however, as a flat rejection, but a move to leave the issue open for further discussion.

Compo Meet

(Continued from page 1)

directors. The executive committee is scheduled to consider the following:

"Present and future COMPO status; recent proposed withdrawals from COMPO and consequent necessity for by-law revision affecting membership; COMPO management; the Audience Awards project; a renewed admission tax campaign; continued industry research; group and liability insurance; audience expansion; budget and financing; admission of new members and such other matters as may require attention."

Invitation Going to Allied

Allied States withdrew from COMPO recently and some of its regional affiliates now are in process of following suit. Nevertheless, it was stated at COMPO, Allied representatives will be invited to the Dec. 15 meeting.

The inclusion of group insurance on the agenda is regarded as significant in that the last time it was proposed by COMPO it was vetoed by Allied, although approved by most other COMPO members.

Italy-U.S. Pact

(Continued from page 1)

Italy. The agreement extends three years beyond Aug. 30, 1956.

The agreement also continues the remittances of $3,000,000 per year at the official rate of exchange.

The permitted uses of unremittable funds remain unchanged. As part of the arrangement the U. S. companies will sell a major portion of their outstanding dubbing certificates for 470,000,000 lire, payable in installments. Proceeds of the sale will be remittable in dollars.

The Italian government has agreed to limit the increase in new dubbing fees, under the pending film law, to a total fee of 5,500,000 lire per feature film. The previous fee was 2,500,000.

Named to Film Board

OTTAWA, Nov. 29. – Canadian Government has appointed Dr. Leon Lortie, Montreal, and Harry L. Roper, Halifax, members of the National Film Board for three years. Mrs. Winnifred Brown, Winnipeg, has also been appointed a member of the board until Oct. 14, 1958.

William Nigh, 74

BURBANK, Cal., Nov. 29. – William Nigh, 74, retired motion picture director, died in a hospital here today following a long illness.

National Pre-Selling

ON page one in the December issue of "Redbook," there is a striking full page ad on M-G-M's "I'll Cry Tomorrow."

•

The review and photos of "The Rose Tattoo" takes up a full page of "Woman's Home Companion's" December issue. The reviewer was impressed with Anna Magnani's acting, and in summing up says: "Her performance in 'The Rose Tattoo' may be 1955's best acting."

•

"The Tender Trap," "I'll Cry Tomorrow" and "The Tall Men" were given laudatory reviews in the December issue of "Seventeen."

•

"The Man Who Knew Too Much," an Alfred Hitchcock production starring James Stewart, is prominently mentioned in the "How I Feel About Life" feature appearing in the Nov. 25 issue of "Life." Alongside a photo of Stewart that runs the full length of a page, Jimmie says, "I've seen 'Life's' photographers at work getting their dramatic pictures in Paris, Hong Kong and Japan, and most recently in Africa, where I have been working in "The Man Who Knew Too Much."

•

"Reader's Digest" for December carries a condensation of "The Angry Women of Phenix City" which appeared originally in "McCall's" during the initial engagements of Allied Artists' "The Phenix City Story."

•

"Magnetic Magnani" is the title the motion picture editor of "Coronet" has given to an interesting sketch of Anna Magnani's career. After seeing her new Paramount picture he says, "When Academy time rolls around, high on the list of contenders will be Anna Magnani for her incredibly realistic performance in 'The Rose Tattoo.'"

•

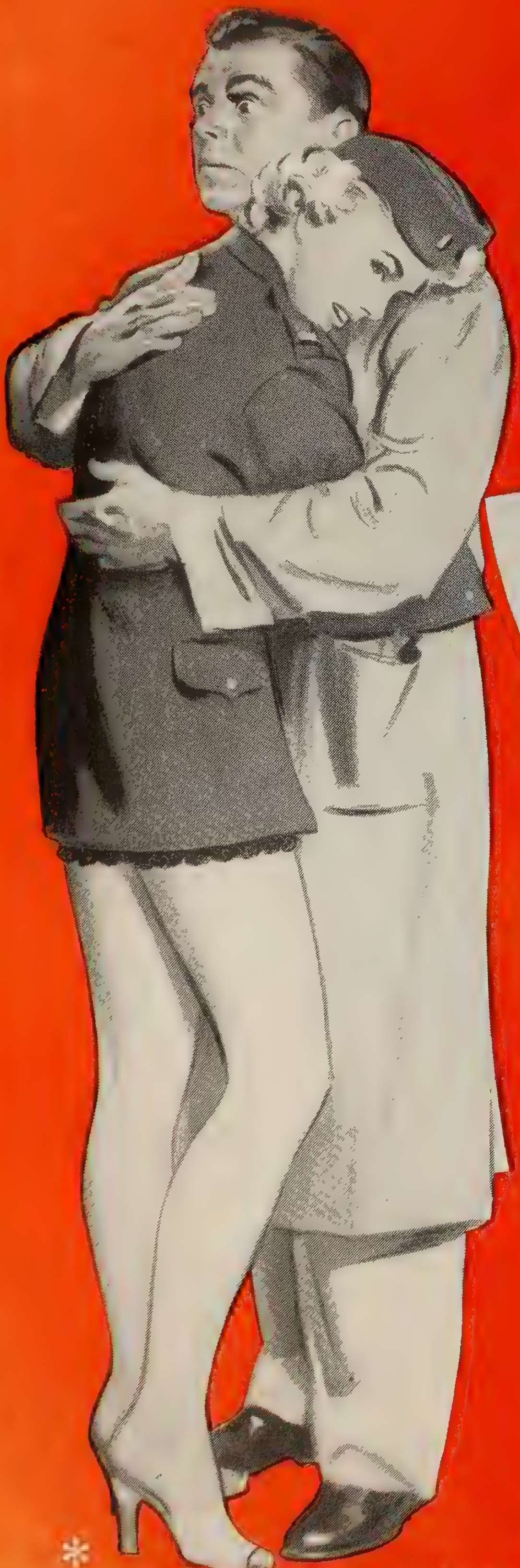
Lillian Roth's famous confession, "I'll Cry Tomorrow," starring Susan Hayward, "bids for an Academy Award," reports the "Look" reviewer in the current issue. Elaborating on this theme, he says, "The story's emotional power is vividly communicated by Susan Hayward in a shattering, intense performance." Action photos on two double page spreads illustrate the review.

•

The December issue of "McCall's" has an article featuring motion picture stars titled "The Men Who Make Teen-Agers Swoon." Rock Hudson, male lead in "All that Heaven Allows," and Marlon Brando, star of "Guys and Dolls," are featured in the article. The interest created by these stars with teen-agers who are regular patrons of motion picture theatres is analyzed in the article.

WALTER HAAS

THE WORD IS OUT!!!



Direct from Headquarters!

~~TOP SECRET~~

"THE LIEUTENANT WORE SKIRTS" IS THE YEAR'S FUNNIEST, SWEETEST SHOW...THE LONGEST LAUGH HOWL FROM GLAMOROUS HOLLYWOOD TO HULA-HAPPY HAWAII.*

Available from 20th in January

* It's all about a husband who got nervous because his wife was in the service! And it stars that "Itch" guy TOM EWELL and that "Popular" girl, SHEREE NORTH

co-starring RITA MORENO • with Rick Jason • Les Tremayne • Produced by BUDDY ADLER • Directed by FRANK TASHLIN • Screenplay by ALBERT BEICH and FRANK TASHLIN • Story by ALBERT BEICH • Color by DE LUXE

CINEMASCOPE®

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 104. NEW YORK, U. S. A., THURSDAY, DECEMBER 1, 1955 TEN CENTS

EDITORIAL

Compo Members Need Awakening

By Sherwin Kane

THE future of the Council of Motion Picture Organizations, which most everyone in the industry hopes will be of extended duration, will be determined at the membership meeting to be held in New York Dec. 15.

The events which have put Compo's future in the balance actually have nothing whatever to do with the value of the organization to the industry. Compo is in trouble solely because it has not had the day-to-day support and interest of ts membership.

•

When Compo was engaged in the successful campaign to obtain re-ief from the Federal admission tax t had the dedicated assistance of all of its members.

When the battle was over and won, all but a very few of those members forgot about Compo. Victorious and self-satisfied, they ignored it until subscription television came along and then, contrary to Compo's charter, which they themselves had helped write, wanted it to open its treasury to finance the toll TV fight, even though that meant the loss of production-distribution company membership in Compo.

•

Compo is not a thing apart. Compo is the sum of its membership, subject to the rules made by that membership. Within its present framework it can be and do whatever its members agree upon. If it languishes, its members, not Compo, are at fault. The handful of workers afforded it cannot and should not be expected to carry the entire weight and responsibility for the organization indefinitely. That is what those few have had to do for long.

It is up to the membership now to pitch in and give them help. The Dec. 15 meeting is the opportunity to do so.

•

Allied States' representatives

(*Continued on page 2*)

Lauds TOA's Stand On Series Games

"TV Guide" editorially commends Theatre Owners of America for its recent disclaimer of interest in any attempt to tie up World Series baseball games for exclusive telecasts to theatres where admissions would be charged.

Acknowledging that the action has some elements of self interest on TOA's part, the editorial says: "Still, it's good to know that TOA has good public relations sense and is willing to sacrifice a chance to profit, for the sake of keeping the public happy.

TOA and TESMA To Set Convention Plans Here Shortly

Further discussions between Theatre Owners of America and Theatre Equipment Supply and Manufacturers Association concerning the joint 1956 conventions and trade shows of both groups will take place here shortly.

TOA and TESMA, prior to the

(*Continued on page 6*)

Award Goes to Col. For 'Manhattan'

Columbia Pictures was the recipient of a citation here yesterday for its CinamaScope featurette "Wonders of Manhattan," granted by the Convention and Visitors Bureau of New York.

Bernard Gimbel, representing the

(*Continued on page 6*)

Seek to Beat Clock In Tabulating Votes In Audience Awards

Price Waterhouse & Co., which has been tabulating the ballots turned in at over 8,000 theatres participating in the Council of Motion Picture Organizations Audience Awards poll, has been working around the clock since the close of the voting last Sunday night in compiling the votes which will name the five finalists in the first annual public election.

The names of the five winners—best picture, best female and male actor, and most promising male and female personality—will be released to the press tomorrow.

Not all of the tallies in the Milwaukee area are in at present on the balloting, but the voting was better

(*Continued on page 6*)

Fox 'Hatful' Deal Still in Negotiation

Formal signing of a contract which would give 20th Century-Fox the screen rights to Michael V. Gazzo's Broadway drama "A Hatful of Rain" is expected to take place tomorrow or early next week, according to a 20th-Fox representative, who yesterday reported that a studio announcement concerning the acquisition was incorrect.

Attorneys for both parties are still discussing terms under which 20th-Fox would acquire the rights to the drama which tackles the subject of drug addiction.

Joseph Moskowitz, 20th-Fox vice-

(*Continued on page 6*)

Faces 'Divided' Industry Issue

See Arbitration 'Split' Putting Department of Justice 'In Middle'

The Department of Justice was seen here yesterday as being put "in the middle" in deciding on its position in regard to the proposed arbitration system.

Allied States Association has sent a formal protest to the Justice Department, asking that the draft be rejected on the grounds that portions of it are in violation of the decrees.

Meanwhile, the legal committee of the Motion Picture Association of America has given its approval to the draft. The next step reportedly will be the joint presentation to the Justice Department of the draft by Adolph Schimel, distribution counsel, and Herman Levy, Theatre Owners of America general counsel.

Upon presentation, the Justice Department will be faced by a split in exhibition ranks on the proposed draft, with Independent Theatre

(*Continued on page 6*)

Answers Phillips

Shor Tells His Stand on Para., T.O.A. Issues

Believes Pre-Releases Still Violate Decree

By LESTER DINOFF

Despite Paramount's claims to the contrary, the company's pre-releasing policy under the name of "merchandising engagements" is considered by Allied States Association "as a violation of law and detrimental to the small independent theatre owner," Ruben Shor, national Allied president, declared here yesterday.

Ruben Shor

Commenting on Paramount general counsel Louis Phillips' letter to Abram F. Myers, Allied general counsel and board chairman, in which Paramount

(*Continued on page 7*)

Amusement Ads Up 42.8% in Newspapers

National newspaper advertising in the amusement classification soared 42.8 per cent in the first three quarters of 1955 over the same period last year, according to the Bureau of Advertising, American Newspaper Publishers Association.

Linage measurements in 228 newspapers in 110 Media Records "Blue Book" cities, reported to the bureau

(*Continued on page 6*)

Balaban Keynoter at Federation Dinner

Barney Balaban, president of Paramount Pictures, will be the keynote speaker at a dinner tendered by the advertising, publishing, radio and television industries in behalf of the Federation of Jewish Philanthropies, it was announced jointly by the industries' co-chairmen, Louis G.

(*Continued on page 6*)

PERSONAL MENTION

FOSTER M. BLAKE, Universal Pictures Western sales manager, will leave New York today for the Coast.

•

Henry Germaine, Paramount branch manager in New Haven, and **Robert Allen**, assistant branch manager in Chicago, are in New York from their respective headquarters.

•

Henry Gordon, Paramount International sales representative, has left New York for a two-week tour of the Caribbean area.

•

Mike Simons, M-G-M customer relations director, will leave here on Sunday for Canada.

•

Norman Katz, Associated Artists Productions foreign sales manager, left here yesterday for Los Angeles.

•

Oscar Kantner, Cinerama public relations chief for 11 Western states, is in Oklahoma City from here.

•

P. T. Dana, Universal Pictures Eastern sales manager, has returned to New York from Boston.

•

Lee Koken, head of concessions for RKO Theatres, has left here with his family for a vacation in Miami.

•

Sol Chaplan, assistant to **Sol Siegel**, M-G-M producer, has arrived here from the Coast.

•

Burt Lancaster will arrive in New York at the weekend from Hollywood.

•

Robert Vogel, studio contact for Loew's International, has arrived here from the Coast.

•

John Alton, M-G-M cameraman, has arrived in New York from Hollywood.

Trucking Suit Trial In Ohio Tomorrow

PORTSMOUTH, O., Nov. 30.—Suit against Huntington-Cincinnati Trucking Co. for recovery of overcharges and treble damages over a two-year period by several Southern Ohio exhibitors was scheduled to be tried in Portsmouth municipal court on Friday.

Plaintiffs include Pearl DeLong, State, Ironton; Stanley Warner Theatres, Portsmouth; Chakeres Theatres, Jackson and Wellston; James Malavazos, Ohio, New Boston; J. Henry Davidson, Atomic Drive-in, Waverly, and Charles Sugarman, Waverly Drive-in, Waverly.

Networks Have Pre-Christmas Lull, Too; Can't Dispose of Broadcast Tickets

The pre-Christmas entertainment lull also takes its toll on television. Networks, it seems, seeking audiences for their broadcasts can't give free tickets away, according to an article in the New York "Post."

Guest relations division department heads of the National Broadcasting Co. and the Columbia Broadcasting System voice their complaints of the season. Tallying the work of the free TV ticket service, the article states that CBS and NBC each will have put some 4,000,000 tickets in circulation by the end of the year. These tickets, it is estimated, should hit a seating yield of 1,000,000, for a good many people receiving free tickets fail to show up for the given performance.

Editorial

(*Continued from page* 1)

have been invited to that meeting which, despite Allied's withdrawal from Compo, is fitting. Allied thus has the opportunity to demonstrate its earnestness by attending and stating its grievances, and by making whatever contribution it is able to a stronger, more effective Compo and pledging it continuous, not periodic, help, guidance and cooperation.

In matters such as these, all Compo members have been equally derelict. Compo is as desirable as it ever was. It is the membership that needs its battery recharged.

Fox Sets Extensive 'Ranchipur' Drive

Twentieth Century-Fox is backing its Christmas holiday attraction, "The Rains of Ranchipur," with a program of national and point-of-sale advertising, publicity and exploitation in what is reported to be one of highest-budgeted campaigns set for any CinemaScope production.

The bulk of campaign funds will be spent in the "exhibitor's backyard," resulting in major campaigns centering in newspapers on television and radio at least 17 days in advance and current with playdates. Advertising schedules will be tailored to reach vast audiences during the peak pre-Christmas time with special emphasis placed on weekend newspaper placements and TV and radio. Special 20-second spots will be featured in weekend saturation radio campaigns, it was said.

Detroit UA Theatre Installing Todd-AO

DETROIT, Nov. 30.—C. Dillon Krepps, managing director of the United Artists Theatre here, announced the house would close on Sunday for an indefinite period.

Remodelling will be immediately undertaken along with the installation of Todd-AO equipment for reopening with "Oklahoma!" as soon as alterations are completed.

Mexican Quality, Not Pact, Needed: Niebla

MEXICO CITY, Nov. 30.—"Pictures are strictly merchandise, and handling them is just a business; the best goods sell the best."

With this statement, Carlos Niebla, manager for M-G-M in Mexico, expressed his dismay regarding the provisions of the recently consummated pact to increase playing time here for films made in Mexico.

The agreement, between Peliculas Nacionales, the semi-official distributor of Mexican films in Mexico and abroad, and Gabriel Alarcon, president of the Cardena de Oro (Golden Chain) circuit, places the Cina Alameda here at the complete disposal for Mexican pictures for three years, starting March 1. Thus, three top houses here will be playing Mexican pictures exclusively. The others are the Palacio Chino and the Orfeon. Previously, American films were played in a proportion of three-to-one.

'Unfortunately for Mexico'

"Unfortunately for Mexico," said Niebla, "of the more than 100 pictures she produces yearly, not more than five are any good, and those few are immediately in demand. Good Mexican pictures are always best sellers. In order to have a good market for pictures it is necessary to have good pictures."

Silver in Boston for Christmas Salute

BOSTON, Nov. 30.—Moe Silver, director of Stanley Warner Corp. and zone manager in the Pittsburgh area, addressed local film and theatre leaders at a luncheon at the Hotel Sheraton Plaza to coordinate the annual Christmas Salute drive for the Will Rogers Memorial Hospital at Saranac Lake, N. Y.

Silver, who is national exchange chairman for the drive, was a guest of Charles E. Kurtzman, Northeast division manager of Loew's Theatres, who is exhibitor chairman for the drive. With Gasper Urban, Paramount manager, local distributor chairman for the drive, all exchange managers attended the luncheon.

Call De-Intermixtur Situation Harmful To UHF and VHF

From THE DAILY Bureau

Television Today.. WASHINGTON, No 30.—Senate Commerc Committee chairma Magnuson (D., Wash.) said the Fe eral Communications Commissio recent action on de-intermixture w "shameful."

The FCC recently said it could n set any policy at this time lookii toward the de-intermixture of UH and VHF stations and would ho hearings on this later in the yea Magnuson said that early this ye the FCC had been urged by him establish an over-all policy and th it had said at that time that it w going to try out selective de-inte mixture. Now, he continued, the FC says that selective de-intermixtu won't work and that an over-a policy is necessary. "It is a shamef situation that the commission has n yet established an over-all polic Magnuson said.

He declared that his committ would hold exhaustive hearings scheduled starting on Jan. 17 and th the FCC would be called on the to give a full report on the de-inte mixture.

Film Charity Drive Over Million Mark

HOLLYWOOD, Nov. 30.—Th Motion Picture Permanent Chariti campaign shows well over the mi lion-dollar mark as the 1956 driv entered its second month of all-ou campaigning in the studios and allie industries, it was announced by cam paign chairman Walter Pidgeon.

Pidgeon, in handing out progre reports, said that $1,045,334 ha been subscribed by 20,334 dono from all segments of the industry.

The million-dollar figure repr sents a substantial gain over th $881,168 from 19,669 subscribers a nounced at a comparable report mee ing last year. It was also disclosed tha the 20,334 subscriptions amounted t 81.7 per cent of the 24,900 sub scriptions set earlier as the campaig goal.

Rodgers Joins MPAA

William Rodgers, Jr., son of di tribution executive William Rodgers, has joined the Motion Pi ture Association of America as a sistant to Ralph Hetzel, MPAA vic president.

Loew Books 'Brunettes'

United Artists' "Gentlemen Mar Brunettes," CinemaScope Technicol musical, will open at 29 Loew Theatres in the New York metr politan area next Tuesday.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Feck Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-214 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sxth Avenue, Rockefeller Center, New York 20, Telephone CIrc 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Lev Vice-president; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a year a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10

PEOPLE

Don Durgin, vice-president in harge of the ABC Radio Network, nd **John H. Mitchell**, vice-president n charge of the ABC Television Network have been named to the 1956 March of Dimes National Radio-Television Committee.

¤

Carl E. Bell who has been manager of the Buffalo office of Perkins Theatre Supply Co., has purchased he branch at 505 Pearl St. from Perkins Electric Co., Ltd. The latter company, which has branches in Montreal and Toronto, has been operating the local office for several years.

¤

Rt. Rev. Msgr. John J. McClafferty, Dean of the National Catholic School of Social Service, Catholic University of America, and from 1937 to 1947 executive secretary of the National Legion of Decency, has been appointed to the newly created post of Assistant to the Rector for University Development.

¤

Julian Field has been appointed enior vice-president and creative diector of the Lennen & Newell agency here.

Writers Sue Fox on Virgin Queen' Title

HOLLYWOOD, Nov. 30.—Writers Max Fishler and Joaquin Del Rio today filed suit in Federal Court against 20th Century-Fox, seeking $100,000 damages on the ground that they had filed with the Screen Writers Guild, and circulated among the studios, a tory titled "Virgin Queen," in April, 953, and that Fox used the title without permission.

The writers do not claim that the ilm plagarized their story.

Yule Shows for GI's By 6 Hollywood Units

HOLLYWOOD, Nov. 30.—Six enertainment units, comprising 99 players and musicians, will depart Dec. 16th for six overseas installations of American troops, the Hollywood Coordinating Committee today nnounced.

This is the fifth consecutive holiday eason that overseas entertainment as been provided troops by HCC nd USO.

Bathac Productions Suspends Operations

HOLLYWOOD, Nov. 30.—With he completion of their last two picures under a 10-year contract with Warner Brothers, Wayne-Fellows athac Productions today announced he suspension of production activies for the present.

'Life' Article Explains Diversification

Gen'l Tire Bought RKO Because Its 'Business Is Making Money'

The explanation, if one is wanted, for the acquisition of RKO Radio, General Teleradio, Mutual Broadcasting, sundry television stations and other enterprises even further removed from tires and rubber goods, by General Tire & Rubber Co. of Akron is, in the words of William F. O'Neil, head of the operations, because "Our business is to make money."

That is one of the enlightening disclosures in an article entitled "The O'Neils' Money Machine," by Robert Coughlan, in the Dec. 5 issue of Life.

Tax problems, capital gains benefits and the modern business safety valve of diversification are other reasons for the branching out into new and often unrelated fields by the O'Neils and their G. T. & R. Co., the nine-page illustrated article makes clear.

Sees Wide Benefits

"The chances are that the RKO purchase (for $25 million cash)," Coughlan writes, "will prove to be advantageous, not only for RKO and General Tire, but for the movie and television industries and for the public. Quite certainly it will make a big difference in the kind and quality of the filmed entertainment that will reach the nation's TV screens. It may well produce a new national television network, based on a new concept of programming."

The story relates the history of the O'Neil entry into radio, begun with purchase of an Akron radio station, WJW as a public relations move during labor troubles in the 1930s at the General Tire plant. Successful operation of the studio encouraged the company to buy the Yankee Network for $1,340,000 in 1942.

Thomas F. O'Neil, presently board chairman of RKO Radio, was placed in charge and success followed. When interests in the Don Lee Network, WOR and Mutual became available, he acquired them and, subsequently, TV stations in New York, Boston, Memphis, Los Angeles and West Palm Beach.

Short of a network and in need of programming, O'Neil leased a block of films for four years and $1,350,000 that Bank of America had foreclosed on and started the "Million Dollar Movie" program. The idea worked out so well he looked around for a permanent supply of films and this led, first, to M-G-M, Coughlan says, then to Howard Hughes, when M-G-M decided not to lease TV rights to its old films.

Closed Deal with Hughes

The deal with Hughes included $5 million for the RKO Radio studio and distribution organization, $5 million for the unreleased "The Conqueror" and "Jet Pilot," and the other $15 million for 599 features "suitable for television release, 180 of which regarded as of "superior quality," and 3,500 shorts. Retail value is estimated at possible $30 million.

The article notes, too, that O'Neil is putting the RKO Radio studio back into operation for production of theatrical films and is lining up independent producers, as well, for the same purpose. It estimates, however, that it "will be about two years before the studio can reach full production on its own, if it chooses to aim for that."

'Game of Love' Cuts Ordered in Detroit

Special to THE DAILY

DETROIT, Nov. 30.—Times Film Corp.'s "The Game of Love" has been screened for the police censors, who ordered drastic cuts. The company has rejected these cuts, and seeks to secure an unabridged release.

The film is penciled in to play William Flemion's Studio Theatre and his newly acquired theatre, the Cinema, which is to be renamed the World and will be open about Jan. 1.

'Wiretapper' to Open In 35 L.A. Houses

BOSTON, Nov. 30.—Joseph E. Levine, president of Embassy Pictures Corp., who has the world-wide distribution of the film "Wiretapper," has arranged to have the world premiere of the film in the Los Angeles area, where it will open on Dec. 7 in 35 theatres. Fred Stein of Los Angeles as Coast distributor.

Cohen and Beiersdorf Join in Distribution

Special to THE DAILY

NEW ORLEANS, Nov. 30.—Majestic Pictures, Inc., a new distributing organization, has been formed here by Harold M. Cohen, distributor of Lippert, Filmakers and other independent productions, and Herman Beiersdorf, who handles independent product in the Dallas territory. Cohen is president and Beiersdorf secretary-treasurer.

Others interested in the new company are Robert Saloy, office manager of Lippert, and Roy Nicaud. Cohen will leave for New York on Dec. 5 to check on new product for the coming season.

Oregon Pioneer Dead

PORTLAND, Ore., Nov. 30. — George B. Guthrie, 73, pioneer exhibitor, builder and operator of the Elsinore Theatre, Salem, died here yesterday following a heart attack. He was a native of Iowa.

Plea to Congress

Swiss Firm in Move to Regain 90% of GA&F

From THE DAILY Bureau

WASHINGTON, Nov. 30.—Spokesmen for Interhandel, a Swiss investment company, today asked Congress to help it regain its 90 per cent stock interest in General Aniline and Film Corp. The stock has been held by the United States Government since 1942, under World War II vesting laws.

Sale Here Had Been Urged

Interhandel spokesmen appeared before a Senate judiciary subcommittee holding hearings on the disposition of alien property. The subcommittee, headed by Senator Johnston (D., S. C.), on Tuesday heard U. S. Government officials urge legislation to permit the sale of the corporation to private American investors.

Gen. William J. Donovan, Interhandel counsel, said he believes "Interhandel has a right to get its property back and that our government should return it promptly."

Walter Germann, Interhandel managing director, said he was "appealing to the sense of fairness of the American people."

Operation Found Difficult

The Administration's position was given at a Senate Judiciary Subcommittee hearing by Alien Property Administrator Dallas Townsend. He said that under the present government ownership set-up, the company is having trouble raising new money, holding top personnel and generally carrying on its business affairs.

Ticket-Sale Telethon For 'Conqueror' Set

What is believed to be the first "telethon" ever produced for the sale of tickets to a motion picture premiere will be conducted over WTOP-TV, Washington, for the charity-sponsored bow of Howard Hughes' RKO Radio production of "The Conqueror" to be held in the nation's capital with Mark Evans, station commentator, as conductor. Prominent foreign diplomats and other celebrities from Capitol Hill will participate.

Hearst Newspapers To Aid 'Conqueror'

A promise of co-operation from H. G. Kern, general manager of Hearst Newspapers, for coverage with photos and stories of the premiere activities of Howard Hughes' "The Conqueror" in the capitals of the world was received yesterday by Terry Turner, special consultant on the campaign of the RKO production.

THE COURT MARTIAL THAT ROCKED THE WORLD!

OTTO PREMINGER'S

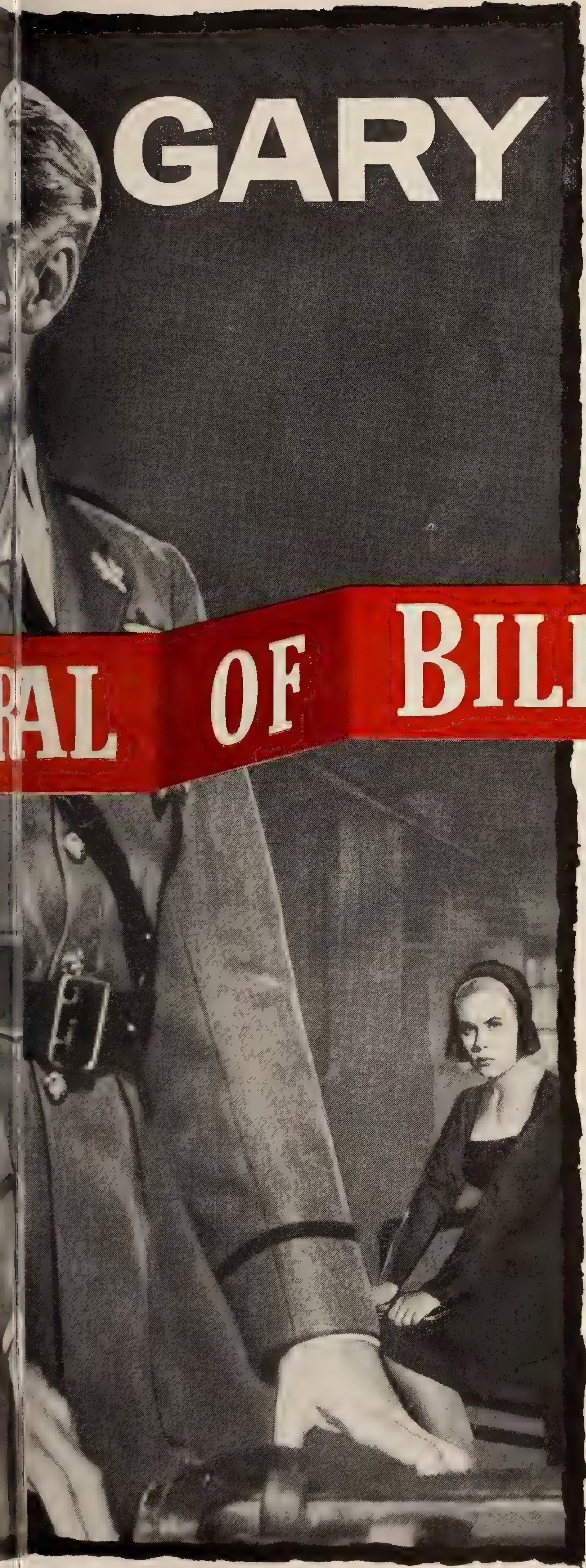
"THE COURT-MAR

WARNERS' TRADE SHOW DEC. 8TH !!!

CO-STARRING

CHARLES BICKFORD · RAL

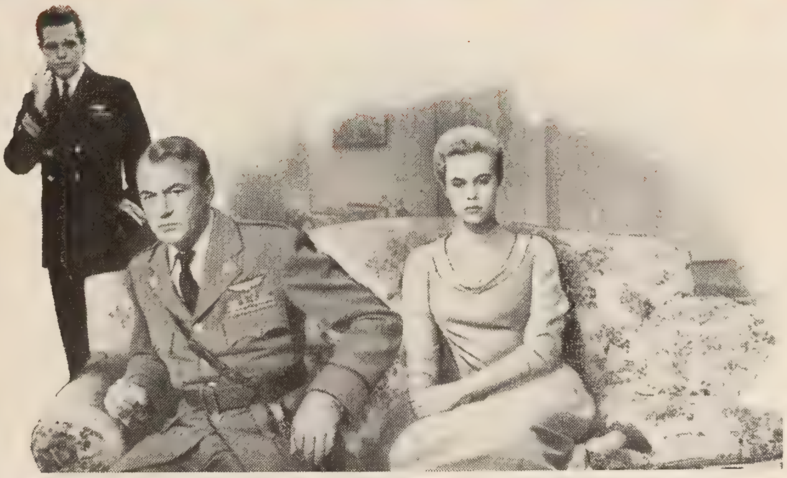
STORY AND SCREENPLAY BY MILTON SPERLING AND EMMET LAVERY · A UNITED STATES



GARY COOPER

as General Billy Mitchell who risked disgrace and dishonor by setting off the most sensational trial in U. S. history... All the staggering events of its explosive story presented by WARNER BROS. in CinemaScope and WarnerColor.

RAL OF BILLY MITCHELL"



It all began in this room... and swept across the nation!

"Do you realize what you've done?" Even the reporters were shocked!

ELLAMY · ROD STEIGER · WITH ELIZABETH MONTGOMERY · FRED CLARK

Production • Produced by MILTON SPERLING • Directed by OTTO PREMINGER • Presented by WARNER BROS.

MUSIC COMPOSED AND CONDUCTED BY DIMITRI TIOMKIN

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

S. O. S. Cinema Supply, New York, is now distributing a new geared camera head designed to permit smooth panning and tilting in filming productions in the new wide-screen processes. It is called the "Worrall Geared Camera Head" and will accommodate the Mitchell BNC and cameras of similar weight. It features a two-speed, dual-track, pan or high-speed tilt. It has an adjustable tie-down screw for balance and the pan and tilt gears disengage so the head "floats" friction free on balls or rollers. Two large diameter handwheels complete the assembly.

•

Theatre exhibitors are being offered the opportunity of entering an additional market—the lawn care field. The offer comes from the Lawnscape Corporation of America, New York. It manufactures the "Lawnscaper," which is a machine designed to combine in a single, compact unit all equipment necessary for complete lawn care. The machine is not for sale but is being made available to theatre exhibitors, along with other dealers, on a franchise basis.

•

Mechanical Servants, Chicago, has announced new automatic washroom vendors equipped to dispense a variety of products. For women's washrooms, the "Mechanical Maid" vends sanitary napkins, emery boards, combs, aspirin, hand lotions, facial tissues, bobby pins, etc. For men there is the "Mechanical Valet," which holds handkerchiefs, alka-seltzer, combs, aspirin, hair tonic, blades, shoe laces, deodorants, etc.

•

An automatic coffee dispenser for drive-in refreshment stands which uses instant powders has been marketed by Barvend, Inc., San Marcos, Calif. It makes coffee in three strengths—mild, medium or strong. The machine is designed to eliminate brewing and does not require cleaning, it is stated.

Compo Poll

(*Continued from page* 1)

than expected, according to National Screen Service which distributed over 600,000 ballots in Wisconsin and Upper Michigan. The Fox-Wisconsin theatres reported that 35 per cent of their audiences voted, Marcus Theatres reported that from 25 to 40 per cent and Standard Theatres said that from 70 per cent in one situation to 50 and 20 per cent of audiences voted in other situations.

Six Cleveland first-run downtown theatres with a total 15,745 seating capacity reported that better than 10,000 signed ballots were turned in. The theatres are the Loew's State, Stillman, Ohio, Warners' Allen, RKO Palace and Hippodrome.

'Hatful' Deal

(*Continued from page* 1)

president and Eastern studio representative, stated here that negotiations were still under way and that no deal for the screen rights had been consummated as of late Tuesday. The 20th-Fox studio announced that the purchase was made on Tuesday.

According to the 20th-Fox representative, the acquisition of the Gazzo property will take place despite production chief Darryl F. Zanuck's statement that he "would never make a picture which did not have a Production Code seal." The company representative here said that if the narcotics provision in the Production Code is not rewritten shortly, 20th-Fox will still produce the film version of "A Hatful of Rain," changing the narcotics theme to "something just as sinister, but would imply the use of drugs."

Amusement Ads

(*Continued from page* 1)

by Media Records, Inc., put national linage in the amusement field at 1,240,093 for the January through September period. Last year's nine-month total was 868,233.

"The figures," the bureau said, "while they indicate the steep upward trend, do not, however, account for all newspaper investments by motion picture producers and other national advertisers in the 'amusement' linage category. Much of their expenditure in newspapers goes into ads which bear exhibitors' signatures."

As an indication of the trend in this field, the bureau pointed to the recently-announced half-million-dollar newspaper campaign by Magna Theatre Corp. in behalf of the film version of "Oklahoma!"

Balaban Keynoter

(*Continued from page* 1)

Cowan, Columbia Broadcasting System; Monroe W. Greenthal, of the Monroe Greenthal Co.; Ned L. Pines, Pines Publications, and Emanuel Sacks, National Broadcasting Co. The event is scheduled for Wednesday at the Waldorf-Astoria.

Arthur C. Fatt, Grey Advertising Co., and Shap Shapiro, "Look" Magazine, are associate chairmen of the combined industry drive.

REVIEW:

A Lawless Street

Columbia

RANDOLPH SCOTT, that perennial sheriff of noble mien, here is riding again to the complete satisfaction, we feel, of the many Scott fans. For that legion there is the usual seasoning of action and romance.

Once again Scott plays the fearless officer of the law bent on keeping the peace in a town where his enemies are many and his friends are few. Everything happens on schedule: there are, in steady succession, a gun fight in a barber shop, a brutal brawl in a saloon, and then that duel in which the hero gets the worst of it. When he recovers, there is a bang-up climax in which he disposes of the three chief villains with his customary aplomb.

In between these strenuous endeavors Scott takes time out for romance, all the aspects of which are likewise cut to formula. Angela Lansbury is the lady who has loved, married and then left him because she doesn't like the bloody aspects of his job. Standard, too, are all the other characters, especially the villains played by Warner Anderson, John Emery and Michael Pate.

A Scott-Brown production, the film was written by Kenneth Gamet and directed by Joseph H. Lewis. They have turned out an average Scott western; he has made some better and some worse.

Running time 78 minutes. General audience classification. For December release.

Five Starters Bring Production Up to 37

HOLLYWOOD, Nov. 30. – Five more pictures went into production this week, bringing the over-all shooting level up to a high of 37. Three others were completed.

Started were: "He Died Laughing" (Columbia); "The Revolt of Mamie Stover," CinemaScope, De Luxe color (20th Century-Fox); "Emergency Hospital," Bel-Air Productions, and "Johnny Concho," Kent Productions (United Artists); "Written on the Wind," Technicolor (Universal-International).

Completed were: "The Mountain," VistaVision; Technicolor (Paramount); "Trapeze," Hecht & Lancaster's Joanna Productions, CinemaScope, Eastman color (United Artists); "The Bad Seed" (Warner Bros.).

Burton-Mercur Sets 2 Films for 1956

Two films, one not titled, will go before the cameras by next May in Hollywood, it was disclosed here by Paul Burton-Mercur, head of Burton Picture Productions.

Burton-Mercur, who scripted the properties, said that he plans to produce a film about the Florida chain gang in February and film "The Sheriff From Little Big Horn" in May.

TOA, TESMA

(*Continued from page* 1)

former organization's 1955 conve tion, had a meeting in which it w proposed to stage an industry expo tion and fair during the Sept. 19- convention at a trade show set f the New York City Coliseum.

Contract Signed

TOA yesterday reported that contract has been signed with t Triboro Bridge & Tunnel Authori in which the exhibitor organizati will have available two floors a 140,000 square feet of exhibit space.

The exposition and fair, as it termed, will have all facets of t industry taking part with the financi burden being shared jointly by TC and TESMA. It was said that t public might be allowed to atte the show.

Columbia Award

(*Continued from page* 1)

bureau, made the award to Ja Cohn, executive vice-president Columbia, and producer-direct Harry Foster, at short ceremoni held at Toots Shor's. Gimbel praise the 18-minute picture for capturi the spirit of New York, adding th he felt that the picture would he the city's tourist trade.

The ceremonies followed a scree ing of the picture, in color by Tec nicolor, on an improvised screen the restaurant, attended by ma prominent New Yorkers.

Lively Songs Help

The picture is a showman's ve sion of Manhattan, made lively an interesting, in this reporter's opinio mainly by the lyrics and songs b Jerry Bock and Larry Holofecener, sung by Bill Hayes and a supporti vocal chorus. George Jessel also do a fine job in introducing each se ment of Manhattan life portrayed.

Columbia executive vice-preside Cohn, in accepting the citatio promised that the featurette would b shown in theatres across the cou try shortly.

M. H

Arbitration 'Split'

(*Continued from page* 1)

Owners Association, of New Yor lined up with TOA, and Souther California Theatre Owners Associa tion lined up in opposition wit Allied. The other exhibitor organiza tion represented in the arbitratio draft negotiations, Metropolitan Mo tion Picture Theatres Association, o New York, has "tabled" the matte declining to take one stand or an other.

Confronted with the split in ex hibition ranks, the Justice Depart ment will be put in what some in dustry observers see as a "ticklis position," making its determination o its policy on the arbitration draf more difficult. However, previously, department spokesman in Washing ton stated that the Allied and SCTO rejection would not be a deciding in fluence in determining its stand.

Shor Stand

(*Continued from page* 1)

defended its policy, Shor declared that "in the pre-release of certain product, the film company has created its own headache."

Shor, who is in New York to attend the Allied Theatre Owners of New Jersey membership meeting and annual beefsteak dinner, which will take place in Passaic, N. J., today, and to take care of some personal business, was the first official of Allied to comment on Phillips' letter in defense of the company's sales policy.

The Allied States leader pointed out that the pre-releasing of certain product is "harmful to the small exhibitor" because the film company "picks" the theatre in which the film s to be presented. He also said that pre-releasing films cause a clearance problem to the small operator.

Rube Shor, president of Allied States Association, yesterday revealed that E. D. Martin, past president of Theatre Owners of America and now TOA board chairman, had not replied, by mail or telephone, to his letter of Aug. 18 in which he said that the joint meetings with distribution "had failed by not accomplishing anything more than was gained a year ago." Shor at that time also reminded Martin that Allied was still for governmental regulation and "was astounded" at TOA's statement concerning the action taken by the Allied board meeting.

Turning to Theatre Owners of America's stand on proposed "beneficial" government regulation, Shor asked for a clarificaiton of what "beneficial" means in TOA's mind. He said that Myron N. Blank's statement concerning this "means nothing."

'Not Representative'

"TOA is not representative of all ts members because its policies are set by the big circuit members who have their own selfish interests at heart and not those of the small independent exhibitor," Shor said. "I have no argument with TOA, just with that organization's claims and statements which purport complete unanimity of thought among its membership," he said.

Shor continued by saying that "I personally and honestly believe that national Allied is the only democratic exhibitor organization in this country, nasmuch as each of our units, independently thinking, approves our organization's moves." He said that between 250 to 300 Allied officials and affiliated unit leaders approve and consider all proposals.

May Meet Sales Heads

Commenting on the joint TOA-Allied meetings of last May and June with distribution, Shor said that very little has been done by the distributors in alleviating pertinent problems affecting small grossing exhibitors. Asked if any more meetings were planned with the film sales heads, Shor said that "if the occasion should arise, we will meet."

REVIEWS:

The Square Jungle

Universal-International

Hollywood, Nov. 30

Producer Albert Zugsmith's wise choice of Ernest Borgnine for the role of a sensitive, human, prize-fight trainer, and Jerry Hopper's direction of the plentiful Tony Curtis vs. John Day action-in-the ring sequences makes this an odds-on favorite at the box office.

Curtis answers the bell as an ambitious fighter, handling himself credibly in the ring scenes against Day, who adds punch to his role with remarkable dramatic fortitude. In Curtis' corner, Paul Kelly fills the spot as a detective who turns fight manager, and Jim Backus plays Curtis' "sponging" father and second at the fights.

Pat Crowley supplies the ever-loving sweetheart interest for Curtis, while the blonde, attractive Leigh Snowden finds herself planted in the role of "the other woman."

George Zuckerman's story and screenplay stresses the need for humane consideration in a sport as dangerous as boxing. His selection of quotations from the Bible and the Talmud for Borgnine's unusual characterization provides the film with heart-warming results.

Curtis, the main support of his widowed father, finds himself engulfed in a ring career with the championship as his goal after his first bout to earn enough money to bail his father out of a barroom brawl.

After winning his way to the championship, which he loses in a rematch when the referee feels it necessary to stop the fight, he warns the referee to "think twice" before stopping his third fight for the title. Day becomes the victim of a merciless beating in this final match before the referee is compelled to stop the fight.

Curtis, filled with remorse for his selfish act, which nearly cost the life of his friendly opponent, finds peace of mind when invited to attend another championship match. Day, entering the ring as a guest before the fight, publicly vindicates Curtis for his last fight. Curtis, compelled to join Day in the ring, amid boos which later turn to cheers, announces, with reason, his retirement from boxing.

Running time, 86 minutes. General classification. For release in December.

SAMUEL D. BERNS

Texas Lady

RKO Radio—Superscope

Freedom of the press has a new champion in Claudette Colbert, who portrays a hard-hitting woman publisher of a small Texas town newspaper in the old West. As the Texas lady of the picture's title she convincingly portrays a role quite different from those she played in the past.

The film in color by Technicolor, although it runs along formula lines, has its tense and suspenseful moments. Tie-ups with local newspapers on the freedom of the press theme and the return of Miss Colbert to the screen—in a different role—are natural exploitation angles.

After beating a professional gambler, Barry Sullivan, at cards in order to redeem the good name of her father, Miss Colbert takes over the "Clarion" at Ft. Ralston. Her father, after losing at cards to the same gambler, had killed himself. Her stewardship of the Texas newspaper is fought and attacked by two land barons, aided and abetted by the savage, mean, trigger-happy sheriff, Greg Walcott. She is helped by gambler Sullivan, who follows her to Ft. Ralston. There is gun-play, a siege of the town, and other hi-jinks which should please the action fans, before law and order—and the newspaper's freedom—is established.

Direction by Tim Whelan is slow at times, although he succeeds in some scenes such as the gun dueling sequence to build up quite a lot of suspense. Nat Holt produced from a screenplay by Horace McCoy.

Others in the cast include James Bell, Horace McMahon, Ray Collins and Walter Sande.

Running time, 86 minutes. General classification. For release Dec. 1.

MURRAY HOROWITZ

TENT TALK

Variety Club News

DETROIT—It is less than two weeks since Detroit's Variety Club has been under the leadership of a new slate headed by chief barker Ben Rosen of Confectioner's Cabinet, and chairman of the entertainment committee John Pival of WXYZ. Now the club at the Hotel Tuller has completed a swift re-decoration program.

The ceiling of the main room has become the inside of a circus tent, complete with poles and streamers. Caged cut-out lions menace from the walls. The circus motif has been maintained throughout.

△

ALBANY.—Accepting an honorary membership in the Albany Variety Club, New York Gov. Averell Harriman wrote chief barker Harold Gabrilove that he was "pleased and proud to belong to this organization which has done so much for the underprivileged."

The Governor, who referred to membership in Tent No. 9 and in "the international association," forwarded to the chief barker and to members of the local unit "my warm regards and best wishes."

Governor Harriman became an honorary member at the same time that Attorney General Jacob K. Javits, Comptroller Arthur Levitt, State Tax Commission President George M. Bragalini, Motor Vehicle Commissioner Joseph P. Kelly and other state officials were made honoraries.

△

BUFFALO—Murray Whiteman, former chief barker of Tent No. 7, Variety Club of Buffalo, has returned to Buffalo from Florida, where he has been recuperating from a slight heart attack which confined him to the Millard Fillmore hospital for a month.

'Texas Lady' Set For 4-City Bow

The Holt-Rosen RKO release of "Texas Lady" will have its Lone Star State premiere today in Dallas, Houston and San Antonio, and in Ft. Worth on Friday, the film company announced here yesterday.

The film will open at the Majestic Theatre, Dallas; Majestic, Houston; Aztec, San Antonio, and Majestic, Ft. Worth.

IN A HURRY FOR SPECIAL TRAILERS?
Let Filmack make them!
You'll be glad you did! We'll give you fast service and the finest quality!
New York 630 Ninth Ave
FILMACK
Chicago 1327 S.Wabash

. . . as the shadows lengthened across the field, State threw into high the drive that's destined to linger long in football memory . . .

SHOOT LATER . . .
SHOW EARLIER

with Eastman Tri-X Reversal Safety Film, Type 5278 (16mm only).

Here is a new motion picture film material of great value to the newsreel services. Twice as fast as Super-XX Reversal Film, it can be processed interchangeably with Plus-X Reversal Film; also it can be processed at higher temperatures than either Super-XX or Plus-X.

Result: Faster—and better—news coverage under minimum conditions—with or without supplementary lighting.

Graininess and sharpness characteristics, furthermore, are equal to or better than those of Super-XX.

For further information address:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

or **W. J. GERMAN, INC.**
Agents for the sale and distribution of
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East Coast Division
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New York 17, N. Y.

Midwest Division
137 North Wabash Ave.
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 105 NEW YORK, U. S. A., FRIDAY, DECEMBER 2, 1955 TEN CENTS

Proposals Made

Exposition Up To Companies For Support

Would Be Part of TOA, TESMA '56 Convention

The attitude and support of the film companies may be the decisive factors which will govern whether an industry exposition for the public will be held in New York in 1956 in conjunction with the conventions of Theatre Owners of America and Theatre Equipment Supply Manufacturers Association.

A TOA spokesman explained that before a decision is made on whether a public exposition will be held, the film companies will be sounded out on whether they will provide the

(*Continued on page* 6)

'24 Hour Alert' Seen As Timely Subject

Warner Brothers' short subject, "24 Hour Alert," which stars the officers and men of the U. S. Air Force, with Jack Webb as the principal marquee name, is a thought-provoking picture which deals with community relations—the irritations caused by the sound of supersonic jet interceptors at air fields located near communities, as a strong first line of defense for America.

The 31-minute color short will have

(*Continued on page* 6)

Global Permit Unit To Meet in 2 Weeks

A meeting of the 10-man committee, set up to wrestle with the problem of devising a world formula for the division of permits, is expected to be held in about two weeks, according to a foreign film official.

The meeting will be called as soon as the tests utilizing three to four proposed formulae, are completed, it was stated. The 10-man committee is composed of representatives from each of the member companies of the Motion Picture Association of America.

New Jersey Allied Tables Action on Continued Relationships With COMPO

Special to THE DAILY

PASSAIC, N. J., Dec. 1.—Allied Theatre Owners of New Jersey has tabled any action on the Council of Motion Picture Organizations until after the Dec. 15 meeting of COMPO's board of directors, according to ATONJ president Sidney Stern.

Stern, following a membership meeting of the ATONJ at the Ritz Restaurant here today, said that the Allied States Association unit will have a statement on its actions concerning the industry organization following the Dec. 15 COMPO meeting. He said that "any and all discussions concerning COMPO were tabled."

Stern also said that ATONJ discussed its 1956 convention plans, setting May 27-29 as the probable dates for the meeting which is planned for the Concord Hotel, Kiamesha Lake, N. Y. Stern would not discuss any ATONJ action which was taken following a meeting of that unit's Emergency Defense Committee with the local Paramount Pictures branch manager last week.

Detroit Theatres Affected As Strike Halts Newspapers

Special to THE DAILY

DETROIT, Dec. 1.—The stereotypers' strike which today closed down all three newspapers for the first time in history has had immediate repercussions on motion picture theatres, as well as on radio and television.

United Detroit Theatres and the Fox Theatre have taken as heavily to the air as availabilities permit. The former has bought four additional five-minute spots daily, using Dick Osgood on WXYZ and the latter has printed 1,000 window cards and is buying space in the Negro press in addition to radio and TV. Other first-run and subsequent-run houses are

(*Continued on page* 6)

Joseph Gould Named UA Ad Manager

Joseph Gould has been appointed advertising manager of United Artists, it was announced by vice-president Max E. Youngstein. He replaces Roger H. Lewis, who has been elevated to national director of advertising, publicity and exploitation for UA.

Joseph Gould

Gould, who has been executive assistant to Seymour Poe, vice president of I.F.E. Releasing Corp., will

(*Continued on page* 6)

Exhibitor Fined for Showing 'Teaserama'

Special to THE DAILY

LORAIN, O., Dec. 1.—Richard Kline, manager of the Lorain Drive-in here, pleaded guilty to a charge of showing a film "which would tend to corrupt morals" and was fined $500 and costs by Judge Leroy Kelly in Lorain Municipal Court. Kline showed "Teaserama," burlesque feature.

Extend AB-PT Divestiture

From THE DAILY Bureau

WASHINGTON, Dec. 1.—The Justice Department has agreed to extend another three months, until March 3, the divestiture deadline of American Broadcasting - Paramount Theatres.

Justice said AB-PT divestiture is 96 per cent complete, with only 31 theatres still to be disposed of out of 774 sales and dissolutions required under the original Paramount consent decree.

AB-PT is the only one of the cir-

(*Continued on page* 7)

UK's Hoare

Sees No Lack Of Interest in British Films

Sees Ingredients Most Important, Not Source

Reporting on several days of conferences with exhibitors and distributors here, Victor Hoare, deputy managing director of Lion International, said that he found "no lack of interest or friendliness" toward British product.

Hoare, in New York to set up distribution deals for the newly-formed company, said there was little interest in "where does the film come from?" but rather whether it contained the proper entertainment ingredients for the American market.

The Lion International executive said he had eight films to sell, including "Loser Takes All," starring Rossani Brazzi and Glynis Johns. He went on to say that theatrical distribution in the American market is the main objective of his company, which handles foreign distribution of

(*Continued on page* 6)

Expect $150,000 from Skouras Dinner

A program of entertainment, headed by Jack Benny, George Jessel, Ray Bolger, Patti Page, Johnnie Ray and Katherine Dunham and her dance troupe, will be a highlight of the National Foundation for Infantile Paralysis-March of Dimes tribute dinner to Spyros P. Skouras, president of 20th Century-Fox, Monday night. The

(*Continued on page* 7)

'U' Declares Extra 25-Cent Dividend

The board of directors of Universal Pictures, at a meeting yesterday declared a quarterly dividend of 25 cents per share and an extra dividend of 25 cents per share on the common stock of the company, payable on Dec. 22 to stockholders of record on Dec. 12.

PERSONAL MENTION

FAYETTE W. ALLPORT, European manager of the Motion Picture Association of America, is scheduled to arrive here tomorrow from London via B.O.A.C.

•

JAMES R. VELDE, United Artists Western division manager, will leave New York over the weekend for Kansas City and other cities of the Midwest.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, will leave here today for the Coast.

•

WALTER SELTZER, Hecht-Lancaster advertising-publicity vice-president, will arrive in New York on Monday from Hollywood.

•

GEORGE ROTH, Trans-Lux Distributing Corp. vice-president, has left New York for Chicago on the first leg of a Coast-to-Coast tour.

•

RUBE SHOR, president of Allied States Association, will return to Cincinnati today from New York.

•

HUGH OWEN, Paramount Distributing Corp. vice-president, left New York yesterday for Dallas.

•

GEORGE SEATON, producer-director, will arrive in New York today from Newport News, Va.

•

TONY OWEN, producer, arrived here yesterday from London via B.O.A.C. Monarch.

•

BOB HOPE will sail from New York for Europe today aboard the "United States."

•

FRED GOLDBERG, I.F.E. Releasing Corp. publicity director, is in Boston today from New York.

•

EDWIN KNOPF, producer, will sail from New York for Europe today aboard the "United States."

•

ROBERT TAPLINGER, of Robert Taplinger Associates, has left New York for the Coast.

•

JACK ZIDE, president of Allied Film Exchange, Detroit, has arrived in New York from there.

•

PAT DUGGAN, producer, will arrive in New York on Sunday from the Coast.

•

BERNIE MENSCHELL, of Bercal Theatres, Hartford, has returned there from New York.

Japan Lauds Maas On Loan Deal

TOKYO, Nov. 26 (By Air Mail).—Tokyo announcement of agreement on the loan of $7,500,000 to Japanese hydro-electric interests by the 10 major American motion picture companies lauds the deal as a great success for Irving A. Maas, vice-president of the Motion Picture Export Association.

The government-controlled Electric Power Development Co. receives the loan which will be administered by five Japanese banks. Tenure is for six years at three per cent interest plus 3/10 of one per cent to be paid the banks. Interest payments will be made in Japanese yen, instantly convertible to American dollars which can be sent to the U. S. No amortization will be made for three years after which the loan will be repaid in seven equal semi-annual payments, each remittable in dollars.

Large Fund Still Remains

American film companies still have almost $3,500,000 in additional blocked funds about which nothing has been decided.

The companies concerned are Allied Artists, Columbia, M-G-M, Paramount, Republic, RKO, 20th Century-Fox, United Artists, Universal-International and Warners.

Decca's Quarterly Dividend Up to 25c

Directors of Decca Records, Inc., yesterday declared a regular quarterly dividend of 25 cents per share on the company's common stock, payable on Dec. 29 to stockholders of record on Dec. 15.

The latest declaration represents an increase over the 17½ cents a share paid in previous quarters and places the stock on an annual dividend basis of $1.00 per share.

Lombardo Resigns As IFE President

ROME, Dec. 1.—Dr. Goffredo Lombardo has resigned as president of I.F.E.

Dr. Goffredo Lombardo, who is also head and owner of the producing-distributing company, Titanus Film, had been named president of I.F.E. by the board of directors few days ago, after Dr. Renato Gualino resigned his appointment.

Governor at Premiere

DETROIT, Dec. 1.—Gov. G. Mennen Williams will attend the world premiere of Warner Bros.' "24 Hour Alert" at the Michigan Theatre, here tomorrow. Also present for the opening of the special short subject will be an audience of civic, state and military leaders.

Latest Compo Benefit: 'Missing Persons' Aid

Emily Rose of Raleigh, N. C., has written National Screen Service that in a picture of a theatre audience advertising the Audience Awards at the State Theatre in Raleigh she recognized a missing relative.

"Could you tell me," she asked, "in what city this picture was taken and when? I would appreciate this information very much as I am very anxious to locate him."

National Screen turned the letter over to the Council of Motion Picture Organization, which in turn, is asking the State Theatre for further information in an effort to help Miss Rose.

Thank Newspapers For Awards Support

The 58th in the series of Council of Motion Picture Organizations ads in "Editor & Publisher," which will appear tomorrow, is a message of thanks to the nation's newspapers for their support of the Audience Awards election.

"The balloting for the Audience Awards is over," the ad says, "but, as this piece of copy is written, it is still too early to know the results. These will be made known Tuesday night, Dec. 6, by national chairman Elmer C. Rhoden, to newspapermen gathered at a big press dinner in Hollywood.

Success Seen Assured

"There is one result, however, that is already established. That is, that the Audience Awards campaign has been a huge success with the general public.

"For this we wish to thank the country's newspapers. Recognizing immediately that it was their readers who would do the voting, big and little papers all over the country gave generous display to news about the Audience Awards. Not only that; many of them, working in close cooperation with their local theatres, used the Audience Awards as a circulation promotion by staging contests on the vote's outcome.

To All, 'Thank You'

"We feel so happy about this evidence of the newspapers' friendliness toward the movies that we would like to mention by name every paper that cooperated with us. To do that, however, would require many more pages than this one. Accordingly, we address them all in a simple message: "Thank you."

'Frontier' to Paramount

Columbia's "The Last Frontier" in CinemaScope and Technicolor, will have its world premiere at the Paramount Theatre here on Wednesday.

Awards Area Heads Praised by Rhoden For Drive's Success

"The success of this activity is wi out question, and to you area ch men goes the principal credit, l cause it was due to the splendid w so effectively done on the thea level that has made this activ click."

In these words, Elmer C. Rhod national chairman of the Audier Awards poll of the Council of Moti Picture Organizations, paid tribute the area chairmen of the campai thanking them and the members their committees for their work making the project a national succ The letter, which was made pub yesterday by Compo, says:

'History-Making Activity'

"You have participated in a histo making activity of the Motion Pict Industry. The Audience Awards p as conceived and spearheaded by t Council of Motion Picture Organi tions, has now written a page in h tory.

"As national chairman of the Au ence Awards, I express to you most sincere thanks and ask that y convey my appreciation to those w served with you on your committe In years to come we can look ba upon this forward step in the ran of showmen.

"It was my great pleasure to ser with you, and share the thrill of b ing associated with a constructi unified program that will further t acceptance of motion pictures as t Number One entertainment for Ame icans!"

Goldwyn to Japan For 'Dolls' Debut

Samuel Goldwyn plans a trip Japan in conjunction with the pr miere there of "Guys and Dolls," was reported yesterday.

Goldwyn is slated to sail for Jap on the "President Cleveland" March 17. Following his return fro the Orient, Goldwyn plans anoth trip, this one to Europe sometime the end of spring.

He is scheduled to leave here f the Coast in about 10 days, spendi the Christmas holidays at home.

NEW YORK THEATRE
RADIO CITY MUSIC HALL
Rockefeller Center
"THE TENDER TRAP"
in CinemaScope and Color starring
Frank SINATRA • Debbie REYNOLDS
David WAYNE • Celeste HOLM
AN M-G-M PICTURE
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Feck Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-214 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C London Bureau, 4 Golden Square. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Moti Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sxth Avenue, Rockefeller Center, New York 20, Telephone CIrc 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Lev Vice-president; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a year a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10

PEOPLE

George MacPherson has been appointed manager of the Dipson Palce Theatre in Jamestown, N. Y., ucceeding **Jerry Germaine,** who has aken over the management of the Capitol in Steubenville, O. MacPheron had been manager of the Liberty Theatre in Wheeling, W. Va. **Carl Degenhart,** former manager of the Olean Theatre in Olean, N. Y. is the new manager of the Abbott Theatre, Buffalo. The Bradford Theatre, a Dipson operation in Bradford, Pa., has been re-opened, with **Timothy Valanos** as manager. These new appointments have been announced by **Richard T. Kemper,** Dipson zone manager.

□

Ed Ramsey, operator of the Plymouth Drive-in at Plymouth, has been named a member of the Board of Directors of the Independent Theatre Owners of Ohio. Ramsey succeeds **Walter Burget,** Lincoln Drive-in, **Van Wert,** who resigned after the saie of his drive-in to **Nate Schultz** of Cleveland.

□

Mrs. Thelma Johnson, formerly with the United Artists offices in Atlanta and Jacksonville, has returned to Atlanta to join Allied Artists Southern Exchanges.

□

Abe Kramer, Associated Circuit executive of Cleveland and **Mrs. Kramer** have opened their home in Golden Beach, Fla., for the season.

□

Howard G. Barnes, vice president in charge of network programs, CBS Radio, has been named to serve as a co-chairman of the 1956 March of Dimes national radio-TV committee.

Danz Plans Theatre, Recreational Center

SEATTLE, Dec. 1.—John Danz, pioneer exhibitor and president of Sterling Theatres, Inc., announced the purchase of property in the suburban Bellevue business district for the construction of a theatre and recreational center.

This is the second project of its kind to be undertaken by Sterling this year. The other theatre will begin construction operations shortly in the Lewis & Clark Center.

The Bellevue Theatre will be a 2,000-seat indoor theatre, with parking facilities for 1,000 cars.

'Outlaw' for Holiday

Walt Disney's "The Littlest Outlaw," produced entirely on location in Mexico, will have its premiere on December 26, at the Trans-Lux 52nd Street Theatre here. "The Littlest Outlaw" is a Buena Vista release.

Set for April 29 to May 4

Report Heavy Booth Space Demand For SMPTE Convention in N.Y.

A heavy demand for booth space for the forthcoming annual meeting of the Society of Motion Picture and Television Engineers annual convention was reported here yesterday.

An SMPTE spokeman said that 27 of the 32 booths already had been taken for the convention, slated for April 29 to May 4, at the Hotel Statler here. The report of the 27 booths leased was made by Everett Miller, of RCA film recording division, and chairman of the exhibition committee.

Lighting Symposium Slated

One of the highlights of the meeting will be a symposium on TV studio lighting, a problem made more complex with the advent of color TV. The motion picture phase of the program includes discussions on materials and standards, studio practices, projection and viewing and laboratory practices.

Take Depositions in Southern Trust Suit

BOSTON, Dec. 1.—George S. Ryan, anti-trust attorney from here is now in Atlanta and Charlotte, where he is taking depositions in two anti-trust cases. In the case of B & B Theatres Corp. of Atlanta vs. Atlanta Enterprises, Inc., Publix-Lucas, Inc., Georgia Theatre Co., Wilbey-Kincey Service Co. and others, as well as eight majors, a motion brought by the defendants to transfer the case from Atlanta to Charlotte was denied by the court.

The case is continuing in Atlanta where a 20-year statute of limitations exists. In the case of William Green of Palmetto, Ga. vs. the Lam Amusement Co., Newmann Theatre Co., East Point Amusement Co. and Oscar C. Lam, the major defendants made a motion to strike out parts of the entire complaint. The court denied all motions to strike and the case is continuing.

300 Yuletide Dates For 'Indian Fighter'

A Christmas-New Year's holiday booking program of more than 300 key dates covering every major market area has been set for United Artists' "The Indian Fighter," it was announced by William J. Heineman, UA vice president in charge of distribution.

Local campaigns employing saturation radio-TV campaigns will back the slate of openings, he said.

Kodak Adds Property

ROCHESTER, N. Y., Dec. 1.—An addition to Eastman Kodak Co.'s distribution center building here, will add approximately 356,000 square feet to its present 533,600 square feet of space. The addition, now under construction, is scheduled for completion late in 1957.

NBC Program Plans Will Be Told Today

From THE DAILY Bureau

Television Today..

HOLLYWOOD, Dec. 1.—New NBC programming plans, the network's search for new talent, comedy ideas and comedy writers will be disclosed at a press conference tomorrow afternoon at NBC headquarters here by Samuel Fuller, newly-appointed director of special projects, and Fred Wile, Jr., vice-president for NBC-TV programs, Western division.

Full plans for NBC's new hour-long comedy program, scheduled for 8 to 9 P.M. Sunday telecasting, starting Jan. 8, will be discussed at the conference.

The Colgate program is being replaced with the following participating sponsors: Avco Manufacturing Co., Andrew Jergens Co. and Brown & Williamson Tobacco Co.

No Mexico Export of 'Scope to Latin-Am.

Special to THE DAILY

MEXICO CITY, Dec. 1. — Mexican producers who are aiming more at Central and South America have decided definitely to forego CinemaScope in making pictures for those markets because of what they consider the prohibitive costs and the uncertainty of retrieving their investment.

The decision was made during the five-day convention here, the first of its kind ever held in Mexico of distributors in those countries of Peliculas Nacionales, semi-official distributor of Mexican films in Mexico and abroad.

The statement by Eduardo Garduno, director general of the trade's own bank, the semi-official Banco Nacional Cinematografico, that CinemaScope hikes the per-picture cost $57,600, apparently decided the producers against that widescreen process. Garduno presided at the meet.

The delegates also voted against selling Mexican pictures for television in Central and South America, and decided to establish here a central publicity bureau for all Mexican pictures intended for those markets.

Preminger East Sunday

HOLLYWOOD, Dec. 1. — Otto Preminger will leave here by plane on Sunday for New York, where he will remain until the premiere of "The Man with the Golden Arm," Dec. 15, at the Victoria Theatre. The producer-director also will confer with his representative, George J. Schaefer, on other bookings while in the East.

Asks Special Unit

Italian Group Seeks Changes In Venice Fete

By **ARGEO SANTUCCI**

ROME, Nov. 28 (by air mail).—A resolution urging the government to establish an independent and special organization for the Venice Film Festival has been approved by a committee of film critics, writers and directors. Presently the Venice Film Festival is a section of the Biennale D'Arte Di Venezia (Venice Biennial Art Exhibit) which takes care also of other manifestations of this country's exhibits, such as paintings, sculptures, etc.

Detailed Reasons Submitted

The resolution is based upon the fact that a reorganization of the Venice Film Festival is necessary to give it back its authority and importance, according to the committee; and that its budget, which is of about $160,000 is half the global budget of the Biennale D'Arte, is paid entirely by the government which is not represented in the administration of the Venice festival.

The committee also asked that pictures be invited at the festival and not the countries; that the prizes be restricted; that the jury be composed only of Italian members; that the projections of pictures not admitted at the competition be excluded and, finally, that the festival be integrated with cultural manifestations.

Special Trailer for 55mm. 'Carousel'

Underscoring the importance of CinemaScope 55mm. and its worldwide introduction with Rodgers & Hammerstein's "Carousel," 20th Century-Fox has produced a special trailer on the musical narrated by Darryl F. Zanuck, vice-president in charge of production.

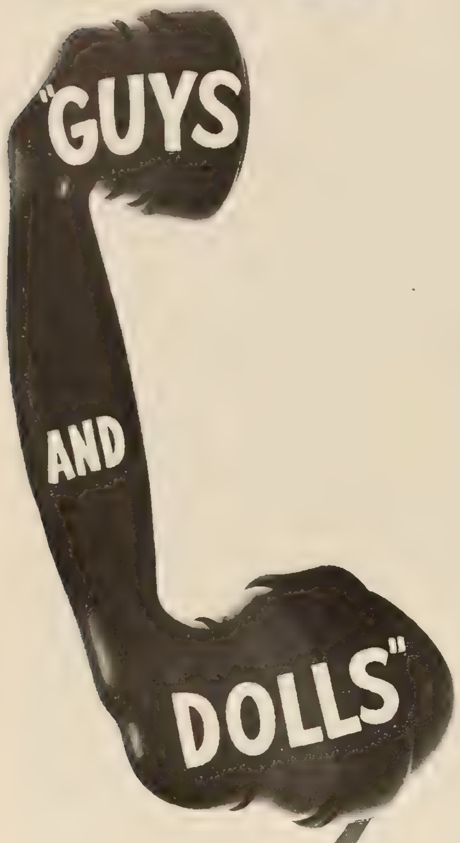
In the trailer, to be made available shortly to exhibitors across the country, the production executive describes the revolutionary new process and its entertainment values to the public.

Sequences from the attraction are highlighted to illustrate the reported new sharpness of focus, the photographic field, depth and sense of audience participation achieved in CinemaScope 55, it is said.

Mich. Exhibitor Killed

DETROIT, Dec. 1.—Leon Robbee, 37, of Lansing, owner of the Northwest Drive-In, Lansing and Elsie Theatre in Elsie, Mich., was killed in a car accident. He was driving with his wife and young son, when a trailer became detached from its tractor, striking Robbee's car, killing him instantly.

GUYS AND



Listen to the showmen who are playing it!

"GUYS AND DOLLS now in second week has smashed every record of the Stage Door Theatre since this theatre opened 9 years ago. Hope we do not have to wait 9 more years for another hit like this." **IRVING C. ACKERMAN, HERBERT ROSSNER** —Stage Door Theatre, San Francisco

"All-time greatest at the Adams Theatre. GUYS AND DOLLS is truly a lift for the entire industry." **ELMER BALABAN**—Adams Theatre, Detroit

"GUYS AND DOLLS a miracle picture. First week topped previous record holder by $10,000 and each week sets new record. We are turning away more people than we can handle."
DAN FINN—Astor Theatre, Boston

"GUYS AND DOLLS doing absolutely turnaway business at the Randolph Theatre. Not only breaking all records but actually benefitting other downtown theatres with the overflow crowds."
WILLIAM GOLDMAN—Goldman Theatres, Philadelphia

"GUYS AND DOLLS in its first week sets a new high for RKO Keith's, Washington, D.C.

DOLLARS!

Promotional showmanship behind a great entertainment is paying off big. Starting its 3rd big week and going stronger than ever."

SOL SCHWARTZ—RKO Theatres, New York

"An all-time record for two successive weeks at the Chicago Theatre that will remain for a long, long time. There's only one GUYS AND DOLLS."

DAVE WALLERSTEIN—Balaban & Katz, Chicago

"Our GUYS AND DOLLS business to date broke all previous Hollywood Paramount house records and we turned away as many customers as we admitted. Even more important we have never before witnessed such enthusiastic audience reaction with spontaneous applause not only after musical numbers but after individual scenes and at the end of the picture."

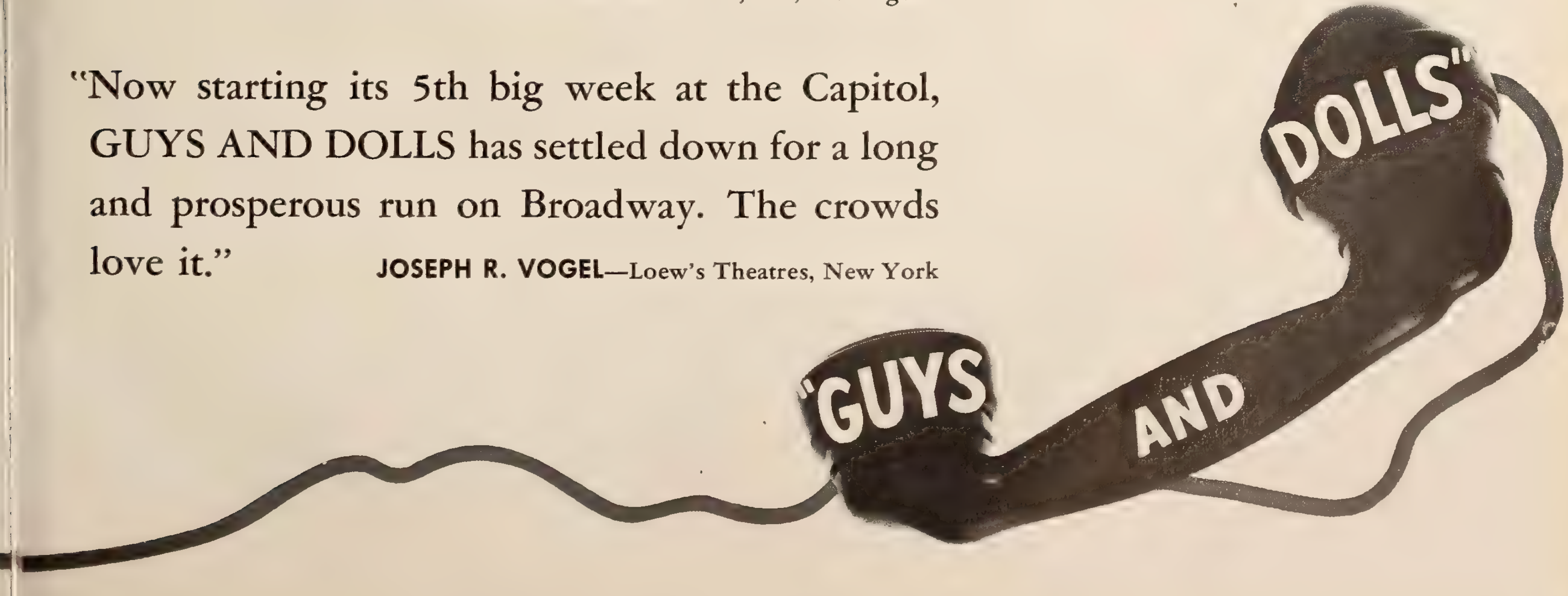
MARCO WOLFF—Fanchon and Marco, Inc., Los Angeles

"Now starting its 5th big week at the Capitol, GUYS AND DOLLS has settled down for a long and prosperous run on Broadway. The crowds love it."

JOSEPH R. VOGEL—Loew's Theatres, New York

Next!

Starting December 23rd—Rialto, Atlanta; Orpheum, New Orleans; Riverside, Milwaukee; Keith's, Cincinnati; Warner, Oklahoma City; Plaza, Charlotte; Ohio, Cleveland; Hippodrome, Baltimore; Florida, Miami; Colony, Miami Beach; Orpheum, Denver; Orpheum, Minneapolis; Orpheum, St. Paul; Roxy, Kansas City, Mo.; Cinema, Buffalo; Colonial, Dayton; Crosstown, Memphis; Broadway, Portland; Capri, San Diego; Majestic, Grand Rapids; Electric, Kansas City, Kan.; Palace, Wichita; and the following in Canada; Casino, Halifax; Odeon, Ottawa; Odeon, Toronto; Grand, Calgary; Odeon, Edmonton; Vogue, Vancouver; and Garrick, Winnipeg.



'24 Hour Alert'

(*Continued from page* 1)

its world premiere at the Michigan Theatre in Detroit today.

The film, produced by Cedric Francis and directed by Robert H. Leeds from a screenplay by Beirne Lay, Jr., and Richard L. Breen, tells the story of the citizens of a small township and their relationship with the personnel at a nearby U. S. air base. The film describes the tense situations and difficulties which exist because the inhabitants of the community put their apparent selfish interests ahead of the reasons why the jets are stationed nearby.

The mayor of the town notifies the commanding officer of the interceptor group that he and others are flying to Washington to ask for the removal of the air base from that area. During the return flight from the capital, they become lost and the pilot is forced to fly in triangles in order to attract radar attention. An interceptor is sent up from the field to guide the plane in through the overcast to the airfield. By this experience, the mayor and other prominent citizens learn the value of having an air arm near home. L. D.

Exposition

(*Continued from page* 1)

necessary equipment and personalities. As he explained it, proposals for duplicating a studio set at the New York City Coliseum of showing the public how a picture is made, of having actors and actresses available, have been made. The convention and trade show at the Coliseum for Sept. 19-25 already has been set.

The TOA official went on to say, however, that the proposed industry exposition could never be realized without the cooperation of the film companies. He added that such cooperation will be sought by the convention committee after the issue is explored more fully by those making plans. They include Herman Levy, TOA general counsel; Joseph Alterman, TOA assistant secretary, and Merlin Lewis, executive secretary of TESMA. Levy and Alterman are slated to meet today. Lewis may join the conference, it was stated.

Tushinsky Tells of Superscope Abroad

HOLLYWOOD, Dec. 1.—Although Europe's exhibitors lagged for behind the U. S. in adopting wide screen, the rush is currently on to catch up. Joseph Tushinsky, head of Superscope, reports sales as up over 300 per cent since his visit to Europe last month.

To handle the sales, Tushinsky said that he established a European office in Lucerne, Switzerland, to supervise the Superscope operations in Europe and England.

Tushinsky pointed out that with the setting up of the Lucerne office, Superscope now has offices in nine cities, including Rome, Lisbon, Barcelona, Brussels, Dusseldorf, Manila, Mexico City and Hollywood.

REVIEWS:

The Crooked Web

Columbia

THIS EASILY could slide into the sleeper class. It has sufficient marquee strength and melodramatic developments to warrant popular attention. Frank Lovejoy, Mari Blanchard and Richard Fleming are teamed with a hard-working cast which put over a timely story.

Lovejoy, a cafe owner, joins Miss Blanchard and her "brother" (Denning), in a scheme to unearth a fortune in stolen gold buried by Denning in Germany during World War II, unaware that Miss Blanchard and Denning actually are undercover agents hired to trick him into a confession of murder, committed by him in Germany.

Miss Blanchard, who can rate with some of the best attractions in the film colony today, plays on Lovejoy's love for her, insisting he join the Army and so gain access to the hidden treasure, buried in what is now a U. S. Army reservation.

In a tense development, Lovejoy confesses his own wartime crime, with the German police listening in. Lovejoy and Miss Blanchard are married.

Lovejoy delivers a characteristically-convincing portrayal of the top role, while Miss Blanchard and Denning competently enact the other featured assignments. Lou Breslow's screenplay makes the most of the material at hand, insuring some nail-biting moments for audiences who like suspense.

This is a Clover production, with taut direction by Nathan Hertz Juran.

Running time, 77 minutes. General classification. For December release.

Heidi and Peter

Wechsler—United Artists

DESPITE the current preoccupation of the younger generation with the "Men from Outer Space," there are apparently more than a few youngsters left with an interest in such comparatively quiet and realistic stories as those about Heidi, the famous heroine of the Swiss mountains. Or so Lazar Wechsler must have found the film market when he remade the original "Heidi" (released in this country last year), for he has now produced this sequel with the added expense—and asset—of color photography. Again for the American market the German dialogue has been dubbed into English, but the lack of lip and speech synchronization probably will not distract too many members of the youthful audience.

Taking up where the previous picture left off, "Heidi and Peter" recounts how the little Swiss girl is visited in her mountain home by Clara, her friend from Frankfort, in whose recovery from a crippling illness Heidi had been instrumental. Peter, the goat-herd boy and Heidi's constant companion, is at first jealous and resentful of the newcomer and expresses his dislike by throwing her wheel chair over a cliff. This crisis becomes a minor one, however, when the nearby village is flooded during a mountain storm. But everyone around, including Clara, pitches in to help restore the wrecked homes; and the picture ends happily as Peter and Clara are reconciled.

That storm does not arrive until the picture is about two-thirds over, and its coming should be cheered lustily by the youngsters, some of whom may have become restless by then. For events up to that point are on the rambling and unexciting side.

Among the performers Thomas Klameth comes off as Peter. His unaffected portrait of a mischievous lad becomes all the more appealing when placed alongside Elsbeth Sigmund's somewhat priggish Heidi and Isa Guenther's colorless playing of Clara.

The screen play was written by Richard Schweizer from Johanna Spyri's novel, "Heidi Makes Use of What She Has Learned," and it was directed by Franz Schynder.

Running time, 89 minutes. General classification. For December release.

R. G.

Sees No Lack

(*Continued from page* 1)

all future films for which British Lio and John Woolf control distributio rights.

The alternative market, he cor tinued, will be television, which wi be sought as an outlet for Lion smaller pictures which may not b profitable for theatrical distribution.

Hoare estimated the output Lion's at from 15 to 18 per year, wit from 10 or 12 suitable for theatric release for the American market.

The British official, a former worl vice-president of the Selznick Releas ing Organization, cited a number good grossing British films in suppo of his contention that foreign produc in the U. S., when it appeals to Amer ican tastes, does well at the box-office Among those he mentioned wer "Breaking Through the Sound Ba tier" and "Tales of Hofmann."

Detroit Strike

(*Continued from page* 1)

standing by. The Polish "Daily News today tripled in circulation and ap peared for the first time 70 per cen in English and may be used exten sively if strike continues.

All radio and TV stations wer swamped for spots. Station WWJ an WWJ-TV, NBC, owned by the De troit "News" has walked out in sym pathy with the stereotypers. The sta tion is on the air with a skeleto staff, spinning records, showing net work programs and with news onl of local origination.

Newspapers are now meeting t consider issuing joint mimeograp news coverage to radio and TV to b credited to the three papers.

WXYZ and WXYZ-TV, ABC re shuffled programs providing addi tional local information news an added availabilities. Canadian CKLW and CKLW-TV, WJBK and WJBK TV, CBS, have not offered program ming.

Joseph Gould

(*Continued from page* 1)

take over his new post with UA o Dec. 19.

The appointment, Youngstein said is a further move in the expansio and reorganization of United Artists advertising, publicity and exploitatio departments. The changes have bee necessitated by a substantial increas in the company's global promotio activities and its program of produc for the coming year, he added.

Gould entered the motion pictur industry in 1940 with United Artists Discharged from the Army in 194 with the rank of captain, he rejoine UA's promotion department. In 194 he moved to 20th Century-Fo where he was copy chief and late assistant advertising manager. Goul was associated with Joseph Bursty Inc., as advertising manager an served as advertising and promotio manager for Louis de Rochemont handling the promotional campaig for "Martin Luther." He joined I.F.E this year.

REVIEWS:

Toughest Man Alive

BPC-Allied Artists

Dane Clark, a steady performer who has been given action roles on both ides of the law, supplies that showmanly assurance in addition to his usual dynamic portrayal of a fast man with fist and gun, in "Toughest Man Alive."

The screenplay by Steve Fisher, a highly regarded melodramatist himelf, has Clark, a Federal agent, masquerading as an infamous smuggler of stolen munitions to revolutionists n other countries, and getting along right well at it until the real criminal, forcefully played by Anthony Caruso, s freed from detention south of the border and arrives back this side with vengeance on his mind. It's a long and active period before justice is achieved, and there's an adequate amount of fighting and killing for the footage, but the right people win.

Other players, Lita Milan, Ross Elliott, Myrna Dell, Thomas B. Henry, Paul Levitt, John Eldredge, Dehl Berti, Richard Karlan, Syd Sayor, Jonathan Seymour and Don Mathers are evenly matched.

Sidney Salkow directed.

Running time, 72 minutes. General classification.

Fury in Paradise

Filmakers

A melodrama, filmed on location in Mexico, concerned with the story of a wealthy Texan caught in the midst of a Latin American revolution, is offered in this release.

Although writer-director George Bruce offers a sizable smattering of adventure and romance, the picture is slowed down by flimsily-constructed incidental sequences, which create an atmosphere of artificiality. A cast of unknowns, some competent, enact the story. The musical background is performed by the Mexico City Symphony Orchestra.

Peter Thompson is properly grimlipped as the wealthy man from the Lone Star State who goes to Mexico, accompanied by a Latin friend, Joe Espinosa. In the course of events, Thompson falls in love with Rea Iturbi, daughter of rich Felipe Nolan, and becomes involved in the revolution rocking the country. There is action and some gunplay in suspense before the curtain drops.

Running time, 77 minutes. General classification.

Four Against Fate

Associated Artists

A number of top selling names—notably Michael Wilding and Anna Neagle—combine to give this British import, which tells of the anxieties of millions on Epsom Downs Derby Day, the status of competent product. The camera and dialogue take the viewer behind the scenes in London on eventful Derby Day, centering on the fortunes of considerably more than the principals, superbly supported by Peter Graves, Edwin Styles, Suzanne Cloutier and Nigel Stock.

En route to the races are Miss Neagle, who scandalizes her butler by leaving her house much too soon after the death of her husband; Styles, her kindly, middle-aged escort; newsman Wilding, in cynical mood refusing to cover the Derby on the grounds that horses mean nothing to him; Graves, a just-too-elegant film star, who has to escort a society lady against his will; Miss Cloutier, a pretty little housemaid who has stolen an invitation to the races, and Stock, a power station employee. The plot has Stock, suspicious of his wife's action, return home to be killed by her lover, who dashes off to the races to seek a tout who will help him escape the police.

Just how all the above-mentioned persons pass each other, directly influencing other lives in the interim, makes for a thought provoking screenplay by John Baines. He and director Herbert Wilcox have managed to infuse a proper amount of dramatic license into the action and dialogue and as a result the film has an atmosphere of quality.

Running time, 84 minutes. Adult audience classification. Release in October.

H-63 Asks NLRB For RKO Election

Home Office Employees Union, Local H-63, IATSE, has filed with the National Labor Relations Board a notice seeking an election among the publicists at RKO Radio Pictures here, according to Russell M. Moss, H-63 executive vice-president.

RKO Radio advertising, publicity and exploitation personnel are presently covered by Local No. 230, Sign Pictorial & Display Union whose contract will expire on Dec. 31.

Divestiture

(*Continued from page 1*)

cuits involved in the Paramount case that has not completed its divestiture, but it had the largest required divestiture of any of the five major circuits involved. A major problem remaining, Justice officials said, consists of 22 theatres tied up in a joint ownership between AB-PT and Maine and New Hampshire Theatres.

At the time of the last extension, in September, AB-PT had 38 theatres to dispose of.

Mexican Film Stars To Appear in U.S.

MEXICO CITY, Dec. 1.—Gregorio Wallerstein, Antonio Matouk and Alfonso Rosas Priego, producers, have been commissioned by Cinex, the semi-official distributor of Mexican pictures abroad, to work out plans for the personal appearances of the stars of Mexican films in their debut in the U. S., along lines of such Hollywood procedure, Alfonso Pulido Islas, the Cinex manager, announced.

Marcus Buys House And Sells Another

MILWAUKEE, Dec. 1.—The Marcus Theatre Management Co. has taken over the Times Theatre here. It previously had purchased the Hollywood Theatre and building which included three apartments and a store. But Barney Sherman has now purchased the Hollywood Theatre and real estate from Ben Marcus and will operate it.

Skouras

(*Continued from page 1*)

dinner will be held in the Grand Ballroom of New York's Waldorf-Astoria Hotel.

The show, combining comedy, music and dance, will be staged by Leon Leonidoff, vice-president and senior producer at New York's Radio City Music Hall. More than 1,200 prominent citizens from all walks of life will be present at the $100 per plate dinner honoring the film industry figure for his record of service to humanitarian causes.

Proceeds, expected to total $150,000, will be turned over to the March of Dimes to aid its current fund-raising campaign. Chairman of the dinner committee is Richard C. Patterson, Jr., New York City Commissioner of Commerce of Public Events. Among the leading figures on the dais will be William F. Knowland, United States Senator from California, and New York Mayor Robert F. Wagner.

Toastmaster of the tribute dinner will be Jack Benny.

Milgram Brothers Merge Services

PHILADELPHIA, Dec. 1.—The Milgram brothers, Nate and Dave, have joined their respective booking and buying services into a new organization which will handle 43 theatres and be known as the Milgram Booking Service, Inc. with offices here.

President of the new firm is David E. Milgram, who formerly operated David Milgram Theatres, Inc. Vice-president is Nathan Milgram, who was active in DeLuxe Theatres Service.

'Passion' to Trans-Lux

The Noel Meadow presentation of Luis Bunuel's "This Strange Passion" will have its American premiere in its English-language version on Saturday here at the Trans-Lux 52nd Street Theatre. It was filmed by Tepeyac Productions in Mexico.

Legion's 'B' for 'A & M'

"Artists and Models" has been placed in Class B of the National Legion of Decency, which gave as its reason for the classification: "Suggestive costuming, dialogue and situations."

TENT TALK

Variety Club News

LONDON.—Variety Club of Great Britain will entertain 2,000 children at two special Christmas shows on Dec. 21 and 22. The performances will be of Enid Blyton's "Noddy in Toyland" and "The Famous Five." Monty Berman, chairman of the committee, arranged for children from orphanages, institutions, and clubs in and around London to attend the shows.

△

BUFFALO.—Council president Elmer F. Lux has been elected chief barker of Tent 7, Variety Club of Buffalo for the third time. Lux, long identified with both distribution and exhibition, was named to the top post at a meeting of the board of directors in the Delaware Ave. club house. Lux served as chief barker in 1946 and 1950.

Other new officers are Harold Bennett, Buffalo manager, National Screen Service, first assistant chief barker; George H. MacKenna, general manager, Basil's Lafayette, second chief barker; V. Spencer Balser, booking manager, Basil Theatres, property master, and Manford Pickrell, manager, Eastern Theatre Supply, Inc., dough guy.

△

BALTIMORE.—George C. Hoover, chief barker of Variety Clubs International recently attended the annual dinner dance of Tent No. 19. The affair was held in honor of Rodney Collier, former Chief Barker of the Baltimore Tent.

△

PHILADELPHIA.—Tent No. 13 of Variety Clubs International is holding a luncheon in honor of Victor H. Blanc, newly elected district attorney of Philadelphia, and distinguished member of the organization. The luncheon will be held in the grand ballroom of the Bellevue Stratford Hotel on Dec. 8th.

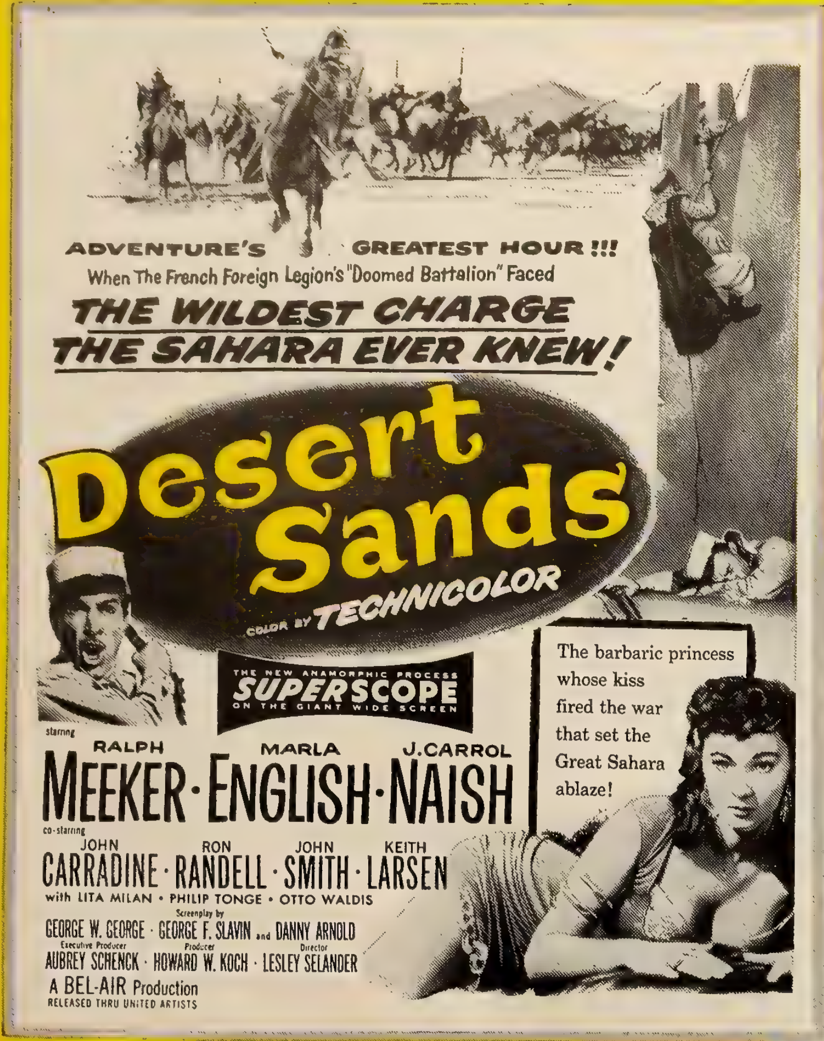
△

ALBANY — Pressure of traveling duties for Berlo Vending Co. has forced Jack Hamilton to resign as property master of the Albany Variety Club. Aaron Winig, also a member of the crew, was named to succeed Hamilton.

Dudley to Produce Pictures in Cuba

Dudley Pictures Corp. of Beverly Hills has joined with the Industrial and Agricultural Development Bank of Cuba (BANFAIC) in a project for the expansion of the motion picture industry of Cuba. BANFAIC and Dudley will jointly finance the million-dollar project through a revolving fund over a number of years.

THE POWER-PACKED PACKAGE OF ACTION AND ADVENTURE THAT'S DOING *SMASH* BUSINESS!



ADVENTURE'S GREATEST HOUR !!!
When The French Foreign Legion's "Doomed Battalion" Faced
THE WILDEST CHARGE THE SAHARA EVER KNEW!

Desert Sands
COLOR BY TECHNICOLOR

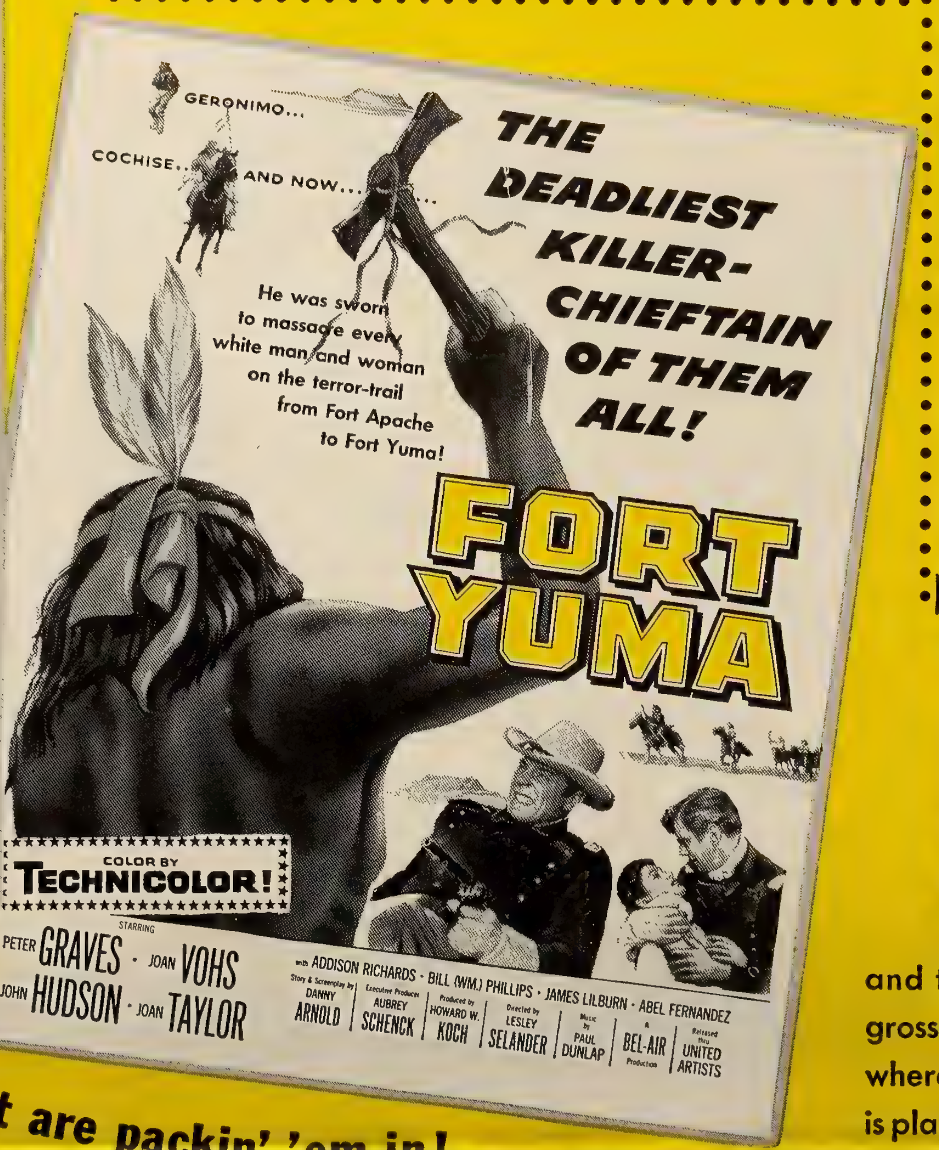
THE NEW ANAMORPHIC PROCESS SUPERSCOPE ON THE GIANT WIDE SCREEN

The barbaric princess whose kiss fired the war that set the Great Sahara ablaze!

starring
RALPH MEEKER · MARLA ENGLISH · J. CARROL NAISH
co-starring
JOHN CARRADINE · RON RANDELL · JOHN SMITH · KEITH LARSEN
with LITA MILAN · PHILIP TONGE · OTTO WALDIS
Screenplay by GEORGE W. GEORGE · GEORGE F. SLAVIN and DANNY ARNOLD
Executive Producer AUBREY SCHENCK · Producer HOWARD W. KOCH · Director LESLEY SELANDER
A BEL-AIR Production
RELEASED THRU UNITED ARTISTS

... because, as the L. A. Examiner says:

"IT'S A DAN-DAN-DANDY!"



GERONIMO... COCHISE... AND NOW...

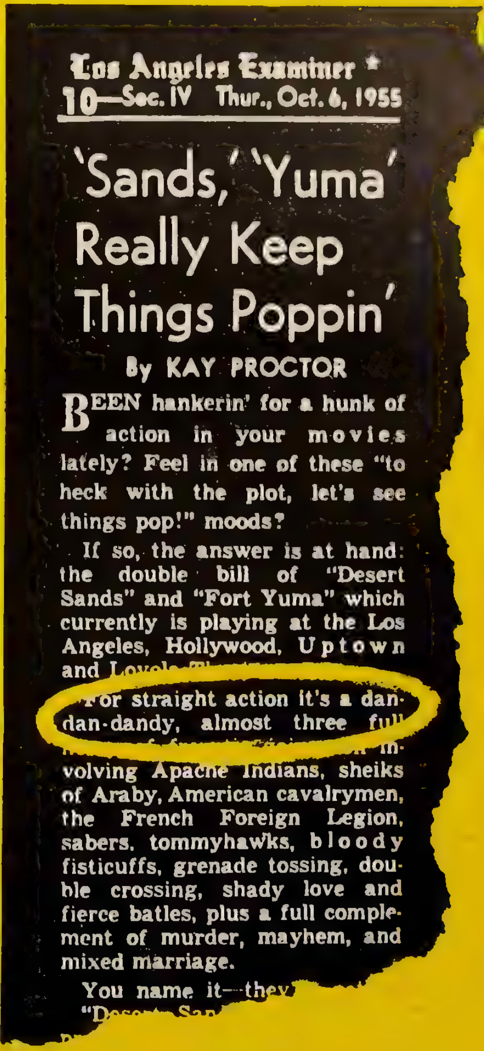
THE DEADLIEST KILLER-CHIEFTAIN OF THEM ALL!

He was sworn to massacre every white man and woman on the terror-trail from Fort Apache to Fort Yuma!

FORT YUMA

COLOR BY TECHNICOLOR!

STARRING
PETER GRAVES · JOAN VOHS
JOHN HUDSON · JOAN TAYLOR
with ADDISON RICHARDS · BILL (WM.) PHILLIPS · JAMES LILBURN · ABEL FERNANDEZ
Story & Screenplay by DANNY ARNOLD | Executive Producer AUBREY SCHENCK | Produced by HOWARD W. KOCH | Directed by LESLEY SELANDER | Music by PAUL DUNLAP | A BEL-AIR Production | Released thru UNITED ARTISTS



Los Angeles Examiner
10—Sec. IV Thur., Oct. 6, 1955

'Sands,' 'Yuma' Really Keep Things Poppin'

By KAY PROCTOR

BEEN hankerin' for a hunk of action in your movies lately? Feel in one of these "to heck with the plot, let's see things pop!" moods?

If so, the answer is at hand: the double bill of "Desert Sands" and "Fort Yuma" which currently is playing at the Los Angeles, Hollywood, Uptown and

For straight action it's a dan-dan-dandy, almost three full in-volving Apache Indians, sheiks of Araby, American cavalrymen, the French Foreign Legion, sabers, tommyhawks, bloody fisticuffs, grenade tossing, double crossing, shady love and fierce batles, plus a full complement of murder, mayhem, and mixed marriage.

You name it—they
"D

and the fans proved it—tremendous grosses at all 4 theatres! And everywhere else this dynamite-laden combo is playing—it's *smash—smash—smash!*

These are the action-selling ads that are packin' 'em in!

THRU UA

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

VOL. 78. NO. 106 NEW YORK, U. S. A., MONDAY, DECEMBER 5, 1955 TEN CENTS

Kastner Reports

Big Production Slate Overseas For Col. Int'l

Europe, Latin America, Orient to Supply Films

By LESTER DINOFF

Columbia Pictures International, which has a substantial overseas production program set for the next two years, will invest over $12,000,000 in 60 foreign co-production deals plus an undisclosed amount of dollars in the filming of 21 pictures in Great Britain, according to president Lacy W. Kastner, who recently returned here from a two-month trip throughout the territories of the Far East.

Lacy Kastner

Kastner reported here at the

(*Continued on page 5*)

Universal to Open National Sales Meet At Studios Today

From THE DAILY Bureau

HOLLYWOOD, Dec. 4.—Universal Pictures' sales and advertising and promotion executives from New York, its district managers from Coast to Coast and representatives of Empire-Universal of Canada arrived at the studios here over the weekend for the company's week-long sales conference which gets under way tomorrow with Charles J. Feldman, vice-president and general sales manager presiding.

The sales and promotion executives,

(*Continued on page 5*)

Say Johnston Has Plan For Global Licenses

Eric Johnston, president of the Motion Picture Export Association, has before him a global licensing formula devised by the industry company presidents, according to Lacy W. Kastner, president of Columbia Pictures International.

Kastner disclosed that the special MPEA committee which was set-up a short time ago to formulate such a plan, could not reach agreement and turned the matter over to the company presidents.

As Dec. 15 Meet Nears

Skouras For Compo; Urges Continuance

Says 'Hatful' Narcotics Theme Won't Be Used by 20th Unless Code Is Amended

By MURRAY HOROWITZ

A strong call for the continuation of the Council of Motion Picture Organizations was sounded here at the weekend by Spyros P. Skouras, president of 20th Century-Fox.

Spyros P. Skouras

Skouras, questioned as to his views regarding the future status of COMPO now that Allied States has withdrawn from the organization, emphatically stated his belief that the organization should be continued. "It has been of great service to the industry," he declared.

Skouras' declaration was the first

(*Continued on page 6*)

Television Today

IN THIS ISSUE **PAGE 8**

▶ **Worthington Miner, currently of "Medic" and "Frontier" and a pioneer in television drama of stature, discusses those special qualities to be had from "live" drama.**

▶ **Charles Amory left motion pictures to go to television and finds he is still in the business of films (including 1,787 short subjects).**

▶ **Names Making News in Television Today.**

REVIEW:

PICNIC

Columbia—CinemaScope

It requires no oracle to predict that "Picnic" will provide a financial feast at the box-office situations of all sizes across the nation. It is the kind of picture that is not forgotten soon after leaving the theatre—the kind that evokes discussion, resulting in audiences begetting more audiences. In the individual performances of its entire cast, in the skill of its direction in every sequence, in its photographic excellence and production values, "Picnic" comes forth as a film to be remembered.

In the principal role of Hal Carter, the virile rolling stone who hoped

(*Continued on page 6*)

Pinanski Presents Case for EFFG to Attorney General

Special to THE DAILY

BOSTON, Dec. 4.—Sam Pinanski, head of Exhibitors Film Financial Group, confirmed on Friday that he had met recently with Attorney General Herbert Brownell in a new effort to obtain approval of divorced circuits' investment in EFFG. The meeting, Pinanski explained, was sought pursuant to a resolution adopted by the October convention of Theatre Owners of America.

The president of American Theatres

(*Continued on page 4*)

JANE WYMAN ROCK HUDSON IN All that Heaven Allows

Universal International
Print by TECHNICOLOR

ADVERTISED IN THE JAN. ISSUE OF Redbook THE MAGAZINE FOR YOUNG ADULTS
• More than 6,000,000 Primary Readers

PERSONAL MENTION

BURTON ROBBINS, National Screen Service vice-president and general manager, is in Oklahoma City from New York.

•

ROBERT M. WEITMAN, American Broadcasting Co. vice-president, will return to New York today from the Coast.

•

NICK PERY, vice-president and managing director in Europe and the Near East for Columbia International, has returned to Paris from New York.

•

HARRY GOLDMAN, United Artists branch manager in Chicago, returned there over the weekend from New York.

•

PETER G. PERAKOS, SR., president of Perakos Theatres Associates, has entered the New Britain (Conn.) General Hospital for surgery.

•

JOE FRIEDMAN, of the Warner Brothers home office field exploitation staff, is in Zanesville, O., from New York.

•

ROBERT BUERMELE, of General Theatre Service, Detroit, is the father of a son born there to MRS. BUERMELE.

•

WILLIAM B. ZOELLNER, head of M-G-M short subject sales, is in Memphis from New York.

D.C. Theatres Face 2% Admission Tax

From THE DAILY Bureau

WASHINGTON, Dec. 4.—The District of Columbia Government will recommend in January that Congress impose a 2 per cent admissions tax on motion picture theatre and other admissions in the District.

This was announced by Samuel W. Spencer, chairman of the Board of District Commissioners. The proposed new admissions tax would be part of a broad revenue-raising program to meet serious revenue shortages in the District. It would be levied at the rate of one cent on each 50 cents of admissions or any fraction thereof.

CBS Plans Crosby Film

A 90-minute feature film for showing on television is being considered by CBS. Based on the novel, "Benefit Performance," by Richard Sale, to which rights have been acquired by the network, the production would be used as a feature of the "Ford Star Jubilee" program.

Reveals Finalists in Audience Poll

HOLLYWOOD, Dec. 4.—The five top contenders in each category of the Audience Awards poll, as of Friday, were announced here by Elmer Rhoden, chairman of the Audience Awards poll. The finalists were listed alphabetically and not in the order of vote accumulation, it was stated. Winners will be announced Tuesday night. The leading contenders, as selected by the nation's theatre patrons, are as follows:

Best Actor

Marlon Brando, James Dean, Henry Fonda, Glenn Ford and William Holden.

Best Actress

June Allyson, Doris Day, Judy Garland, Jennifer Jones and Grace Kelly.

Most Promising Actor

Harry Bellafonte, Tab Hunter, Jack Lemmon, Jack Palance and Fess Parker.

Most Promising Actress

Joan Collins, Peggy Lee, Dorothy Malone, Terry Moore and Kim Novak.

Best Picture

"Battle Cry," "Blackboard Jungle," "Love Is a Many Splendored Thing," "A Man Called Peter" and "Mister Roberts."

Johnston, Clark to Hollywood Dec. 15

From THE DAILY Bureau

WASHINGTON, Dec. 4. — Eric Johnston, president of the Motion Picture Association, and Kenneth Clark, vice-president, are scheduled to leave for the Coast Dec. 15 for conferences with Producers Association and Hollywood guild officials.

A report published on the West Coast that the trip was concerned with proposed amendment of the Production Code to permit the treatment of drug addiction in films of association members was denied here. It was pointed out that United Artists' appeal from the refusal of a Code seal to "The Man with the Golden Arm" by Geoffrey Shurlock, Code administrator, last Friday will be heard by the MPAA board in New York this week, probably on Tuesday. At the same time, the board may consider and dispose of the proposed Code amendment, either by action or by-passing it for the time being.

Johnston will go to his Spokane home for the year-end holidays from Hollywood. Clark will return here.

Wm. O'Donnell Sets Up 2 Texas Firms

DALLAS, Dec. 4.—William O'Donnell, former executive with Interstate and Trans-Texas Theatres, has formed two new theatre companies in Texas with headquarters in Dallas.

Cinema Art Theatres, Inc., will operate the Texas Theatre in San Antonio and the Bowie Theatre in Fort Worth. Willowin Enterprises operates the Broadway and Yale Theatres in Houston.

O'Donnell is president of both companies.

Stern in Dual RKO Publicity Post

Alfred E. F. Stern has been appointed publicity manager for RKO Radio's foreign operation, in addition to domestic, it was announced by Perry Lieber, national director. Stern has been manager of domestic publicity for the past two years, and has been with the company for 10 years.

RKO's home office operation under Lieber is now divided among Ben Grimm as advertising manager; Al Stern as domestic and foreign publicity manager and Dave Cantor as exploitation manager.

1,200 Expected at Dinner for Skouras

More than 1,200 prominent citizens will be present at a tribute dinner to Spyros P. Skouras, president of 20th Century-Fox, sponsored by the National Foundation for Infantile Paralysis-March of Dimes tonight in New York's Waldorf-Astoria Hotel.

Among those to attend the Skouras fete are Robert F. Wagner, mayor of New York; Basil O'Connor, head of the National Foundation for Infantile Paralysis; William F. Knowland, U. S. Senator from California; Jack Benny, toastmaster of the dinner, and George Jessel.

2 Mich. Houses Close

DETROIT, Dec. 4.—Two small Michigan theatres which do not have CinemaScope or other modern installations have closed their doors. The darkened houses are the Scott Theatre in Prescott and the Gem Cinema in Saginaw. The former was operated by Lester L. Leonard, the latter by Ramon Gairboy.

'Swamped' Market

U.S.'Ex-enemy' To Films of Italy: DePirro

By DR. ARGEO SANTUCCI

ROME, Dec. 1 (By air mail).—For the first time since the war and Mussolini's times an Italian government official has referred to the United States as an "ex-enemy country." This occurs in an article by Nicola De Pirro, general director of the State Department for Entertainment, published in the current issue of the magazine "Lo Spettacolo."

De Pirro, referring to the situation prevailing in 1949 in the motion picture market here, writes: "The home output of films could not meet in full the needs of the Italian market which was literally swamped with the films of the ex-enemy countries, who in those years had still to dispose of their back production, with the United States, of course, at their head."

Have Been Considered Allies

America, Britain and France have habitually been referred to here as allied countries ever since the Armistice, except among neo-fascists. De Pirro was an official of the same State Department for Entertainment during the Mussolini regime. At that time, however, the general director of the motion picture division was Eitel Monaco, now president of ANICA, the Italian association of producers and distributors.

De Pirro's article says "our cinema enterprises had to fight their way in an Italian market swamped by the output of America (600 new films in 1946, 500 in 1947, 668 in 1948)" and had to meet the competition in other countries also swamped with American films.

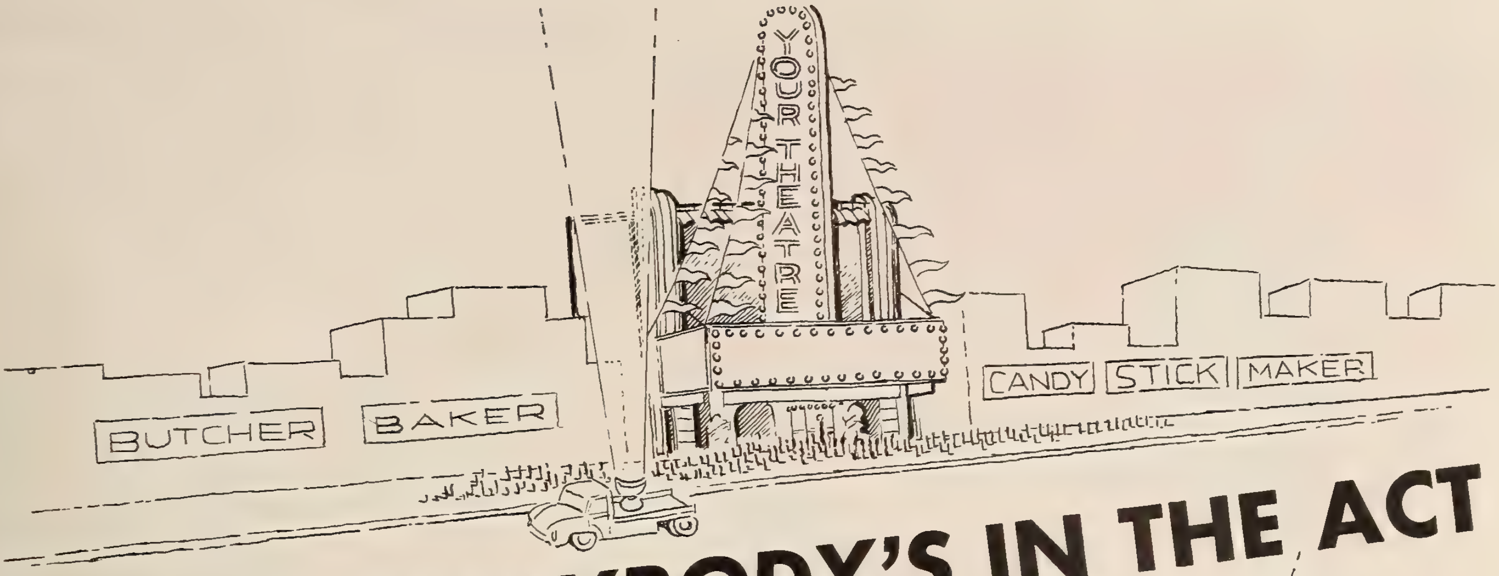
Frozen Deposits Large

According to De Pirro's article the frozen deposits on imported dubbed pictures amounted to $5,600,000 at the end of June. This has since increased to more than $6,000,000, it is estimated. He estimates that from 1948 to the present, 18 billion 450 million lire have been transferred for film payments, of which more than 14 billion 600 million lire went to America. In the same period, he said, Italian film exports earned around 26 billion 500 million lire, or a profit of over 8 billion lire.

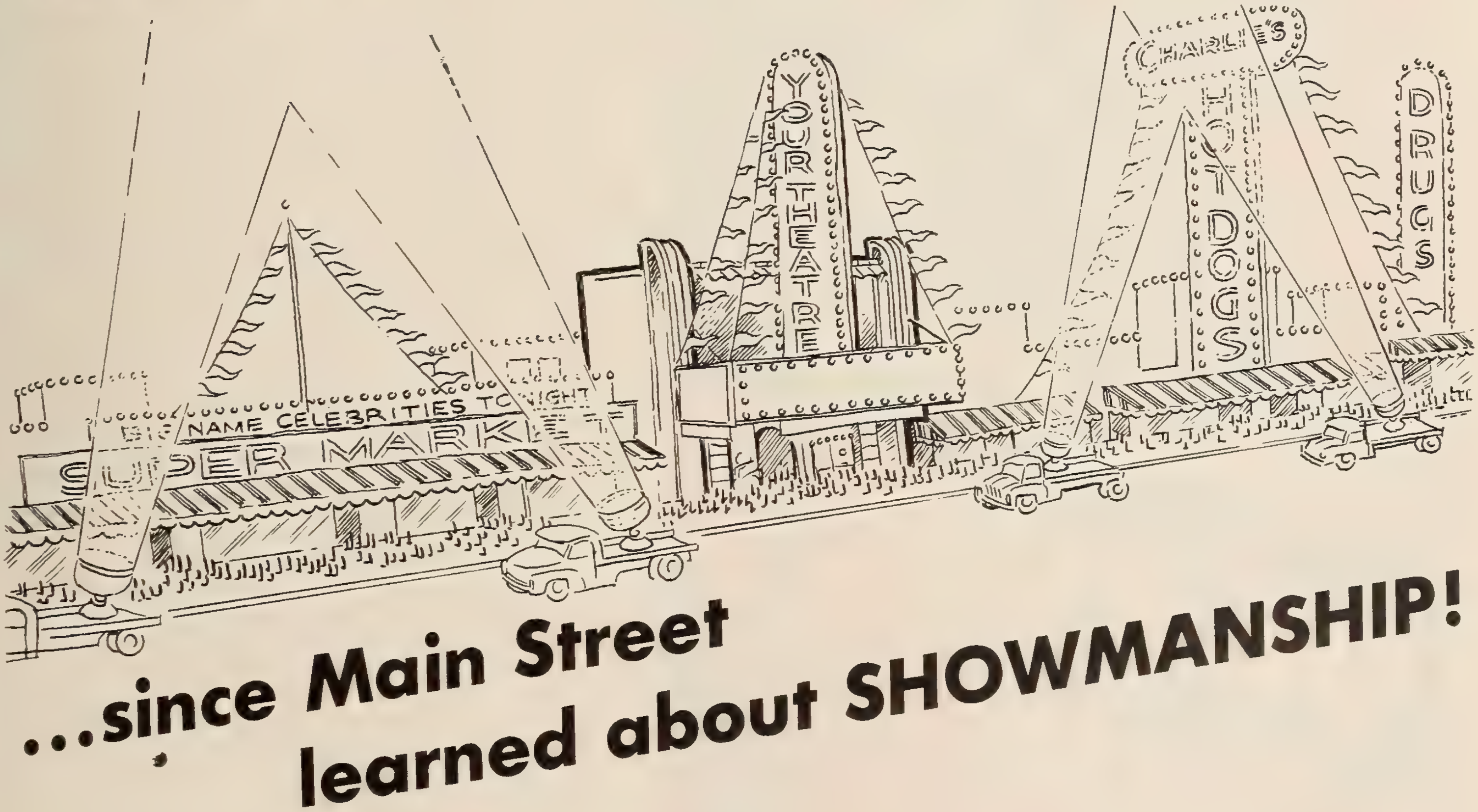
Acquires 'Dormitory'

Jack Ellis, president of Ellis Films, has acquired the continental film, "Inside Girls' Dormitory," in association with George Chasanas for U.S. release.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-president; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.


YOUR THEATRE
BUTCHER
BAKER
CANDY
STICK
MAKER

NOW-EVERYBODY'S IN THE ACT


YOUR THEATRE
CHARLIE'S
HOT DOGS
DRUGS
BIG NAME CELEBRITIES TONIGHT
SUPER MARKE

...since Main Street learned about SHOWMANSHIP!

The competition's taken a lot of lessons from the showmen of America but you've got a lot more to teach 'em . . . and it's all to your profit. You've got a screen full of color and action, a front full of flash and a whole town full of your advertising . . . *if* you're using all the advertising and exploitation at your command. Check the NSSities of Showmanship at your nearest branch of National Screen . . . and be sure!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

Pinanski

(*Continued from page* 1)

Corp. said in his judgment it would serve "no beneficial purpose at this time to give the industry any detailed report" on the discussion held. He added only that "My reception by the Attorney General and his staff in Washington was most cordial and my presentation was received with sympathetic understanding. There is much to be done before I feel it proper to make any further utterances."

EFFG was conceived by TOA leaders as a means of stimulating new production to relieve the product shortage but in more than a year's time exhibitors subscribed less than $300,000, whereas at least $3,000,000 was desired. The TOA convention directed Pinanski to endeavor to have conditions imposed by the Justice Department on the participation of divorced circuits relaxed. Without their participation, it was conceded, EFFG will be unable to function.

L.A. Catholics to Renew Legion Oath

From THE DAILY Bureau

HOLLYWOOD, Dec. 4.—James Francis Cardinal McIntyre, Archbishop of Los Angeles, in an article in "Tidings," wrote that the Legion of Decency pledge will be presented for renewal in all Catholic churches here on Dec. 11.

Cardinal McIntyre said that the "clergy is particularly urged to comply with the recommendations of the Bishop's committee and make a crusade for patronage of only the good pictures a real apostolate."

He said that while the motion picture Production Code "has been helpful and cooperative in many ways, another large sector of the industry is not under the Code's influence" and the clergy is "urged to bring the dangers present to the attention of the individual, as the occasion arises."

MGM Announces 8 For '56 1st Quarter Plus Four Reprints

M-G-M will have eight new pic tures and four reprints for releas during the first four months 1956, according to a tentativ schedule.

During January, there will b "Diane," in CinemaScope an Eastman Color, to be followed b "Ransom!"

For February, there will "Forever Darling," the second Lu cille Ball-Desi Arnaz starring a traction for M-G-M in Eastma color and wide screen. This wi be followed by "The Last Hunt, in CinemaScope and Eastman co or. Supplementing the new re leases will be a "Masterpiece Re print" combination comprisin "The Three Musketeers" and "Th Stratton Story."

'Las Vegas' in March

The March releases will b headed by "Meet Me in La Vegas," in CinemaScope and East man color. In addition to the tw new features, there will be reprint of "Northwest Passage," in Techni color and wide screen, and "Th Yearling," in Technicolor and wid screen.

For April, there will be "Tribut to a Bad Man," in CinemaScop and Eastman color, and "Gaby, in CinemaScope and Eastman col or.

"It's a Dog's Life," formerl "The Bar Sinsiter," and "Wild fire," will be available for booking after Dec. 23. Previously sched uled for release in September, th former picture was withdrawn un til a final title was selected.

Mindlin Returns

Publicist Michael Mindlin, Jr will return today from Europ where during the past seve months he handled the world pre miere in Venice of Lopert Film "Summertime" and served as uni publicity director of Hecht-Lan caster's "Trapeze," recently com pleted in Paris.

BIGGEST OF THE YEAR!
CINEMASCOPE
Color by TECHNICOLOR
THE LAST
Towering epic o

Universal

(Continued from page 1)

who will be joined by studio executives at their meetings, will hear of he company's production, distribution nd promotional planning for the oming year with special emphasis on eleasing plans for the first four months of 1956. Following the sales onference at the U-I studios, the ompany's division and district managers will hold a series of seven regional meetings with heir branch managers and salesmen to each every member of the domestic distribution organization. These meetings, which will start next Monday, will be held in Los Angeles, New Orleans, Kansas City, Cincinnati, Chicago, Pittsburgh and New York.

Charles Feldman

The executives participating in the meetings will be guests tomorrow night at the Hollywood invitational press preview of "The Benny Goodman Story" at the RKO Pantages.

Among those who will participate n the meetings are Milton R. Rackmil, president; N. J. Blumberg, chairman of the board; Alfred E. Daff, executive vice-president; Edward Muhl, vice-president in charge of production; David A. Lipton, vice-president; Ray Moon, assistant general sales manager; F. J. A. McCarthy, Southern and Canadian sales manager; P. T. Dana, Eastern sales manager; Foster M. Blake, Western sales manager; James J. Jordan, circuit sales manager; Harry Fellerman, sales head of the U-I special films division; Irving Sochin, short subject sales manager; Norman E. Gluck, vice-president and television sales manager of United World Films, Universal's subsidiary; A. W. Perry, president of Empire-Universal, which releases U-I pictures n Canada; Mark Plottel, Empire-Universal sales manager, and M. J. Isman, Eastern District Manager of Empire-Universal.

Production for Columbia Int'l

(Continued from page 1)

weekend that the over $12,000,000 production investment, which ranges from 30 to 60 per cent per film, is "in excess of our planned 21 British pictures, of which six have already been completed."

A. Schneider, Columbia Pictures vice-president and treasurer, at the stockholders' meeting held last Monday, disclosed that the company's investment in the production of independent films by next June 25 is expected to exceed the $13,810,830 which was allocated for the fiscal year which ended on June 25, 1955. The disclosure here by Kastner indicates that Columbia will have a $25,000,000 investment in world-wide co-production and independent production deals.

Lacy W. Kastner, president of Columbia Pictures International, expressed the opinion that the British Parliament would eventually have to consider a British producers "feeling" that would curtail the use of Eady funds by American producers. He said that the "feeling" stems from the poor reception which British product is receiving in this country.

Kastner said that the newly organized sales division of Columbia, headed by Edward Kingsley, will release a number of the foreign co-productions which are suitable for the domestic market. "We will not release any of these pictures here without a Production Code seal, even if the picture is a success in its native territory," he said. "We also do not count on the U. S. market for the recuperation of our investment in our co-productions," the Columbia executive stated. It was also pointed out by Kastner that the films which were not suitable for the general distribution organization of Columbia, would be given to Kingsley's division.

Lacy W. Kastner, president of Columbia Pictures International, declared here that he is in favor of selling American product to Iron Curtain countries. He said that the films should be carefully selected and sold at a flat rate.

Kastner reported that the special sales division will initially release "The Prisoner" and immediately afterwards, "Men in White," a French picture.

The Columbia International president said that the company is involved in nine French pictures, of which five are finished and the remainder to be produced in five months; 10 German films of which eight are finished; 10 Italian pictures of which four are completed; four Brazilian films of which three are completed; two Chilean pictures with one completed and the second to be filmed in March; 21 Mexican pictures of which 11 are completed; two Australian films of which one is finished and the second to be produced next March; two Philippine productions which are completed and in release, and 21 British films which will be produced in two years and of which six are completed.

He said that more than one-half of these pictures would be made in color and some of them would be in wide-screen processes.

The foreign market contributed 46 per cent of the $88,311,113 world-wide gross of Columbia Pictures attained at the end of the fiscal year ended on June 25, 1955, Lacy W. Kastner, Columbia Pictures International president, reported.

Commenting on his Far East tour, Kastner stated that there is much interest in that part of the world as to the latest American technical developments in motion picture production and also in television. He said that Columbia International recently entered into a three-year agreement to distribute all British product, with the exception of Korda production, in the Japanese market.

Kastner said that American product is still the best from an international point of view and that films from the United States are universally accepted.

Name Walsh to V-P Of Merged AFL-CIO

Richard F. Walsh, president of the International Alliance of Theatrical Stage Employes, has been nominated for a vice-presidency of the merged American Federation of Labor and Congress of Industrial Organizations.

Richard Walsh

Walsh is an official of three of the specialized agencies of the AFL. They are the Union Label and Service Trades department, vice-president; Union Labor Life Insurance Co., vice-president and member of the executive committee, and the Labor's League for Political Education, member of the executive committee.

In recent years, Walsh represented the AFL as a fraternal delegate; in 1948 to the convention of the Trades and Labor Congress of Canada, and, in 1950, to the convention of the British Trades Union Congress.

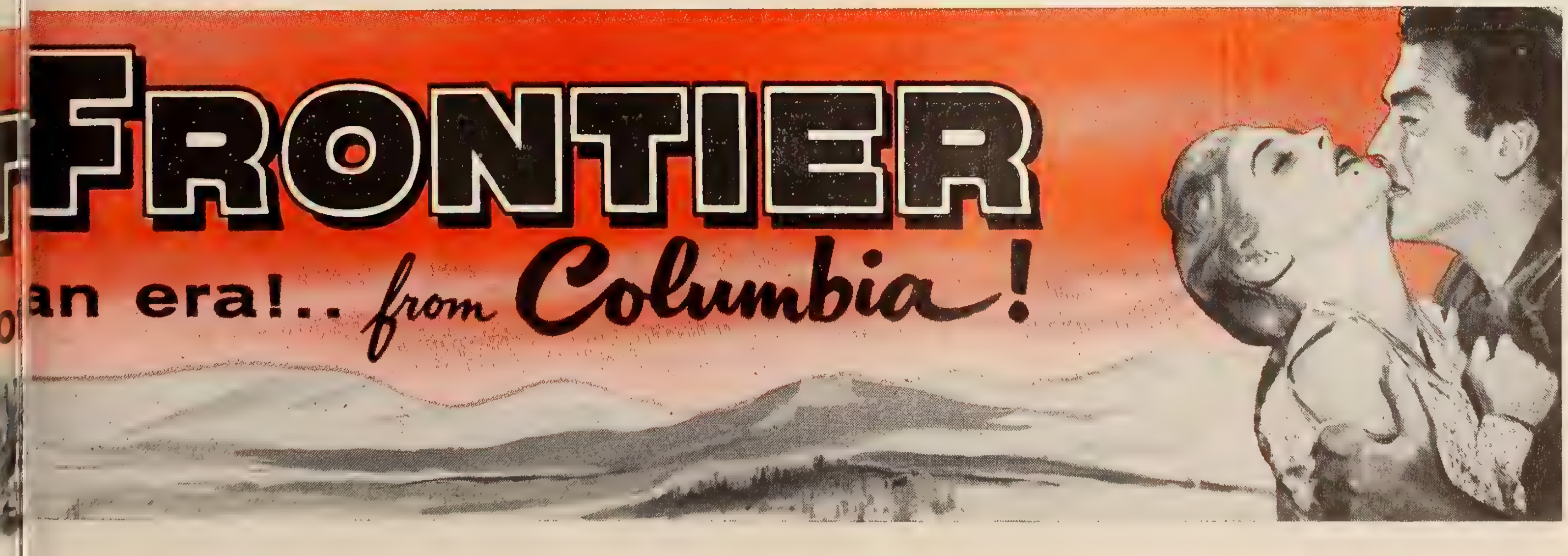
Jaffe, Frankovich to Col. Int'l V-P Posts

The election of Leo Jaffe and M. J. Frankovich as vice-presidents of Columbia Pictures International Corp. was announced Friday following a meeting of the board of directors.

Jaffe is a vice-president of Columbia Pictures Corp. as well. Frankovich recently was appointed managing director of Columbia in Great Britain and Ireland, following the passing of Max Thorpe, who had held the post.

To Show 55mm.

A special demonstration of the CinemaScope 55, being introduced with the production of Rodgers and Hammerstein's "Carousel," will be conducted by 20th Century-Fox on Wednesday at the Huron Theatre, Huron, S. D.



when they read about it in

woman's day

they'll want to see it at their theatre!

U-I's

ALL THAT HEAVEN ALLOWS

It's the same combination that made U-I's MAGNIFICENT OBSESSION such a magnificent success! The same bright young stars — Jane Wyman and Rock Hudson . . . the same dramatic advertising — in WOMAN'S DAY!

WOMAN'S DAY is the big national magazine that's sold only at A&P stores. Its entire circulation is concentrated in major shopping areas — among families who patronize the big theatres. They'll all want to see U-I's ALL THAT HEAVEN ALLOWS. The rest is up to you!

gingerbread houses
woman's day
the A&P magazine

PICNIC

(CONTINUED FROM PAGE 1)

to settle down in the small town on the Kansas plains, Academy Award-winner William Holden adds lustre to his reputation as an effective and sincere actor. Memorable performances also are achieved by Kim Novak as Madge who wanted more than merely to be told how pretty she was; Rosalind Russell as the inwardly frustrated school teacher desperately approaching middle age; Arthur O'Connell as the finally ensnared bachelor; Betty Field as the mother who fervently wanted a better life for Madge, and Susan Strasberg whose demonstration of talent in the role of Madge's "clever" kid sister must surely send her well up the ladder to sceren stardom.

The picnic, which is a big annual event of the small town, provides the CinemaScope cameras with a field day of opportunities. With plenty of activities to capture in color by Technicolor, the cameras never linger longer on any of them than is necessary for an interesting and amusing succession of character glimpses amidst the events of the day and then the illuminated evening at the picnic grounds by the river. When evening turns to night, the gaiety takes a dramatic turn, developing into the emotional happenings from then until dawn and the final decisions of the next morning. Carter leaves the town the way he came there, on a freight train; Madge decides against her opportunity to marry Carter's friend, the son of the owner of vast grain operations, and tells her mother she is taking the bus to Tulsa to marry Carter. In the closing shots, the freight train and the bus are seen from on high, wending their respective ways across the brilliant pattern of the Kansas plain toward the same destination, Tulsa.

Some eyebrows may be raised at a few of the incidental lines of dialogue. "Picnic" obviously is not intended for children, but adults in the multi-millions will quickly put it in the "must see" category.

"Picnic" as a motion picture is considerably more than a successful stage play transferred to film. Joshua Logan (who directed and co-produced the original play by William Inge) has demonstrated in his direction of the filmed production the great advantages of the art of the motion picture for the full-size theatre screen. The screen play is by Daniel Taradash, color by Technicolor, photography directed by James Wong Howe, and produced by Fred Kohlmar.

Running time, 115 minutes. Adult classification. Release date not set.

RAYMOND LEVY

Reelect Mullin Head Of N.E. Unaffiliated Theatre Owner Unit

BOSTON, Dec. 4.—Martin J. Mullin, president of New England Theatres, Inc., was reelected president of Allied Theatres of New England at the annual election of officers. Frank C. Lydon was reappointed executive secretary of the organization which includes executives from 250 motion picture theatres in the New England area. Allied Theatres of New England has no national affiliation.

Vice-presidents elected were Samuel Pinanski, Charles E. Kurtzman, Benjamin Domingo, Harry Feinstein and Edward S. Canter. Stanley Sumner was elected treasurer and John J. Ford was elected board chairman. Directors elected were Walter A. Brown, Theodore Fleisher, Winthrop S. Knox, Jr., Joseph P. Liss and Richard Dolbyn.

At the business meeting, the organization went on record firmly supporting the efforts of any and all recognized groups to abolish the "unfair and discriminatory tax" on motion picture entertainment. The organization also expressed serious concern about the lack of major productions being released at this time.

Skouras

(*Continued from page* 1)

issued by a company president since COMPO announced plans for its executive committee meeting on Dec. 15, when its status will be weighed.

Asked about the Broadway stage property, "A Hatful of Rain," which deals with the narcotic problem, Skouras said that although his company had purchased the property, it will not handle it with the narcotic theme, unless the Production Code is amended to allow films of such nature.

'Carousel' Enhanced By 55mm: MacRae

Additional pictorial ingredients will be found in the screen version of "Carousel," 20th Century-Fox's first film to be shot in 55mm., as compared to the stage version, Gordon MacRae, the star of the film, said here.

The film, the cost of which was estimated at $5,000,000, was said by MacRae to leave less to the audience's imagination than the stage version, which could not take advantage of the outdoors, the roaming cameras and the large screen.

JANE WYMAN
and
ROCK HUDSON

the magnificent stars o
"Magnificent Obsession"
teamed again in

ALL THAT HEAVEN ALLOWS

another magnificent box-office hit from Universal-International

U-I and McCall's

have teamed again to pre-sell women and build solid box-office for you.

McCall's has again been selected to carry U-I's advertising on

ALL THAT HEAVEN ALLOWS (see it in the January issue) . . . and McCall's will carry the word to more than 10 million women in more than 4,500,000 homes . . . from coast to coast.

McCall's

The Magazine that talks to Women in terms of themselves and their families.

National 'Art' Circuit Set

A national network of art theatres s slated to start operations shortly fter Jan. 1 under the name of Art Theatre Associates, with Jacques Kopfstein as president. Kopfstein will etire as president of Dominant Pictures Corp., theatrical subsidiary of Associated Artists Productions, at the nd of the month.

The art theatre group plans to ave one house in each key city and vill present British pictures exclusively. Twelve UK productions have been acquired, Kopfstein said. The heatres will set up their own co-operative buying organization with execuive offices in New York, he added.

Delay Publication of Industry Census Data

WASHINGTON, Dec. 4.—Publicaion of the Census Bureau's survey of he industry has been put off until ome time after the first of the year, he bureau said today.

Originally it was expected that the ndustry figures would start coming out on a state-by-state basis this nonth, but the bureau has run up gainst some delay in issuing its figures. When published, the bureau's ensus will give statistics for all segnents of the industry.

Another great woman's picture—

JANE WYMAN

and

ROCK HUDSON

the magnificent stars of "Magnificent Obsession"

in

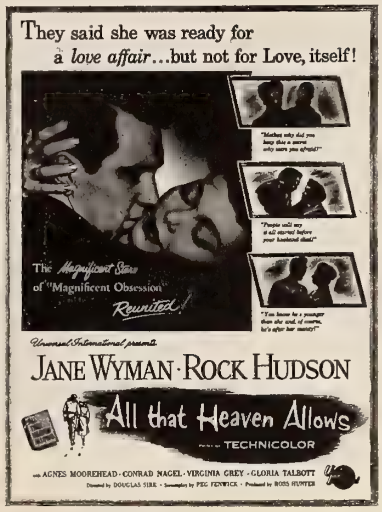
"ALL THAT HEAVEN ALLOWS"

To reach the women, Universal-International has naturally selected

Family Circle
MAGAZINE

Over 4,000,000 women buy this magazine every month in the nation's leading supermarkets.

National Pre-Selling



They said she was ready for a *love affair*...but not for Love, itself!

The *Magnificent Stars* of "Magnificent Obsession" *Reunited!*

Universal-International presents

JANE WYMAN · ROCK HUDSON

All that Heaven Allows

TECHNICOLOR

AGNES MOOREHEAD · CONRAD NAGEL · VIRGINIA GREY · GLORIA TALBOTT

Directed by DOUGLAS SIRK · PEG FENWICK · ROSS HUNTER

The campaign for "All That Heaven Allows"

Shown at the left in reduced size is one of the national ads which is also among those being made available to exhibitors in newspaper mat form. Mindful of the hit scored by the same two stars in the picture in which they previously appeared together, each of the ads in the national series carries the legend, "The Magnificent Stars of 'Magnificent Obsession' Reunited!". The panel sections of this ad show the other characters of the picture with examples of the dialogue between them. Twenty-two national magazines, with a combined circulation of over 100,000,000, will carry advertisements for "All That Heaven Allows". Following is the powerful combination for the pre-selling campaign in issues in circulation during this month: Life, Look, Woman's Home Companion, McCall's, Redbook, Family Circle, Woman's Day, True Story, True Confessions, Cosmopolitan, Photoplay, Modern Screen, Motion Picture, Silver Screen, Movie Life, Screen Stars, Screen Stories, Movieland, Hollywood Stars, Filmland, and MacLean's (Canada).

●

"Trail," "The Deep Blue Sea," "Queen Bee," and "I Died A Thousand Times," are reviewed and recommended in the December issue of "Woman's Home Companion."

●

Niven Busch, who wrote six novels, including "Duel in the Sun," has written an interesting story on the Dean Martin-Jerry Lewis feud for the December issue of "Redbook." A full page of production photos taken on the "Artists and Models" set appears with the informative article. This is the latest Martin and Lewis picture.

●

A striking full page ad on "I'll Cry Tomorrow" appears in the December issue of "McCall's."

●

Hollis Alpert has written an entertaining article about Wildfire, the bull terrier dog starred in M-G-M's "It's a Dog's Life," for the December issue of "Woman's Day." A private screening for bull terrier dogs was held at the M-G-M studio. Photos showing the dogs sitting in the front row of the screening room illustrate the article. Alpert says, "they seemed quite unaware of the distinctive nature of the occasion, except for one that yelped when the sound track gave off a lot of barking."

●

"The Desperate Hours" and "Three Stripes in the Sun," were selected by "Family Circle," the top pictures of the month in the December issue. Attractive production photos are used to illustrate the reviews of these films.

●

"Umberto D" the Harrison-Davis release directed by Vittorio De Sica is reviewed in the December 5 issue of "Life." Ever since "Shoeshine" the movies of Director De Sica have been hailed for their penetrating realism and pathos, reports "Life." In "Umberto D," which he named after his own father and dedicated to him, De Sica used only amateur actors.

●

The entire last portion of Bette Davis's interesting autobiography in the Dec. 9 issue of "Collier's" is devoted to "Storm Center," the new Columbia picture. Full color photos of Bette on location for "Storm Center," and with her children, illustrate this entertaining article.

●

Spencer Tracy, star of "The Mountain," which is being made in the French Alps, will be on the cover of "Parade's" December 11 issue. The cover photo is in full colors with a snow-covered mountain in the background. In the same issue is an interesting profile of Tracy and photos taken on location in the Alps.

WALTER HAAS

Selznick to Europe

David O. Selznick will leave for Europe in mid-January with his production staff to set up locations in Switzerland and Italy for the filming of Ernest Hemingway's "A Farewell to Arms."

Rep. Preferred Dividend

A dividend of 25 cents per share on preferred stock, payable Jan. 3, to stockholders of record on Dec. 15, has been declared by the board of directors of Republic Pictures at a meeting at the company's office here.

Millions of COMPANION readers will be waiting to see

"ALL THAT HEAVEN ALLOWS"

PREVIEW TO A SUCCESS STORY...

When "All That Heaven Allows" is released by Universal-International next May, it will be following the audience-proven hit, "Magnificent Obsession" in many ways—

SAME STARS
SAME PRODUCER
SAME DIRECTOR

Same, tremendously successful pre-selling campaign!

Special emphasis laid on women's magazines, and that means the COMPANION! Hollywood recognizes the movie-loyalty of COMPANION readers; invests more advertising dollars in the COMPANION than in any other women's service magazine.

Woman's Home COMPANION

The Crowell-Collier Publishing Company,
640 Fifth Avenue, New York 19, N. Y.
Publishers of Woman's Home Companion,
Collier's, The American Magazine.

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

Ziv in Europe

▶ The announcement last week by Ziv International's chief, Ed Stern, that Joseph Brandel, a former Philips (Eindhoven) executive, has been appointed to the post of European sales director of Ziv, focuses attention on the importance of the world-wide TV market. It is growing, slowly but surely, and one day should be as important to U. S. television interests as it already is to Hollywood, which derives approximately 50 per cent of its business from abroad. One of the major networks now is conducting top-secret talks abroad with an eye to creating a sort of lend-lease program in the way of talent and other intangible assets. Ziv, dealing with tangibles (namely its film product), is getting in on the ground floor. It has just opened a new office in Paris, inaugurated a new program of foreign-language dubbing in Paris and Germany and is setting its sights on the Far East, "the last remaining area in which we are not presently represented with present or pending telefilm sales," according to Mr. Stern. Ziv already is represented with four series on the newly competitive British air—two series each on BBC and ITA.

Gadget

▶ NBC Spot Sales has developed a new gadget which it hopes will be the Steve Allen goo-goo doll of the ad industry. It's an audience and cost per thousand estimator, 10 inches in diameter, with little windows like those of a light meter, and works somewhat on the order of an uncomplicated slide rule—giving the answer in five seconds. They're going into the mails this week.

That RKO Inventory

▶ When General Teleradio purchased RKO Radio Pictures it was a well-known fact that the object of it all was the product stored in the RKO vaults. Last week, under the pressure of "a trade paper report" that General Teleradio would begin the showing of the first of 520 RKO features over six owned and operated GT television stations in January, C. R. Manby, GT vice-president, found it necessary to issue a "clarifying" report, in which he said only that "certain selected" films would be shown. He said too that negotiations were under way concerning means and manner by which the RKO films will be made available to TV. Whatever the final policy, it will be crucially important and must take into consideration that the theatrical value of the TV-released film will drop to almost zero, that the TV feature film market is becoming more crowded every day, that the longer RKO waits the less will be the TV value of a good many of those films. Mr. Manby mentioned "controlled" release to TV, and that brings to mind the manner by which the world's diamond merchants keep the value of their product up. It is, as the head writers like to say, a knotty problem.

$2 Million Guarantee

▶ Hal Roach Studios has been guaranteed $2,360,000 from syndication companies on three of its series which went into local market operation in 1955, E. H. Goldstein, vice-president in charge of syndication, announced. Official Films guaranteed Roach $1,260,000 for distribution rights on 126 "My Little Margie" films, and $450,000 for 130 "Trouble with Father" films. Interstate Television Corporation took over distribution of the "Public Defender" series and guaranteed Roach $650,000 for 69 films. Currently there are 462 half-hour Roach-produced films in syndication in all the various television market areas.

Top Sales Drive

▶ ABC Film Syndication announces that its recently concluded three-week sales drive resulted in a "record-breaking volume of sales totalling well over $1,000,000 in billings." "Passport to Danger," starring Caesar Romero was said to have captured most of the business, one of the most prominent of those buying being Grant Advertising in Toronto. The series of 39 will be dubbed in French for showing over the French Canadian Network beginning sometime early next year.

A Beginning

▶ A small beginning—of perhaps major importance—seems to have been made last week in the general lowering of prices on color receivers. It's not exactly a price war, however. CBS-Columbia announced that black-and-white set owners in the New York-New Jersey metropolitan area can now apply the full purchase price of their receivers, up to $400, as a trade-in allowance on a CBS-Columbia color set. Since most present black-and-white sets cost approximately $200, this will bring the price of the $895 CBS color set to about $695, or the same as the more inexpensive Motorola color receiver. Although they aren't saying so, RCA now is expected to bring its $795 color receiver down to the same level as those of the other manufacturers.

"Oscar" Winners to Let

▶ Spurred to some extent, no doubt, by their own Carol Levine (who's been a walking motion picture almanac ever since she toddled beneath the seats of her father's Brooklyn theatre), Associated Artists Productions has begun a campaign to sell stations various AA product which feature past wi ners of Hollywood's Oscar awar With the 1956 Academy of Moti Picture Arts and Science awar due to be a March television eve AAP urges stations to get on th bandwagon now and cash in what inevitably will be an increa ing volume of free publicity.

Fast Start

▶ Fourth quarter business on NB owned stations got off to a fa start, according to Charles Denny, vice-president of NB owned stations and NBC spot sale Local sales in October jumpe more than 18 per cent over th October, 1954, figure and nationa spot sales rose more than 13 pe cent. The biggest percentage i creases were registered by WR and WRC-TV, Washington, an KRCA, Los Angeles.

In Our View

IN the course of the sometimes frantic, sometimes frightened competitive view taken over the past couple of years toward that dread bogey, Television, by the industry of the Motion Picture, one particular aspect of the situation has been overlooked.

The fact of the matter is that, in a very real and quite objective sense, good television programs are good for the motion picture. That, indeed, is much less a paradox than would appear at first glance. In the opinion of this corner, the televising of sporting events in the long run will make new and valued fans for such events who will pay sound money across the box office board to see them. In something of the same fashion, therefore, it is inevitable that good television programs will make those who view and enjoy them more entertainment-conscious than they have ever been before, and in many cases instill an entertainment consciousness where none existed before.

When people, then, develop that specific type of awareness, they will seek—and find—entertainment in other places than their living rooms, and from other sources than their TV sets. And this, mark you well, is good for television, as well, since by this diversification of type and source of entertainment material will be avoided that bane of all who supply entertainment to a critical public—boredom and its consequent distaste and dislike. Likewise it is true that folks do like to go out at times, and others like to stay home at times. The point is that each medium complements the other, there is ample room for both in this broad entertainment field, and the only basic requirement is that what is offered be of good quality, and in good taste.

—*Charles S. Aaronson*

TV Getting Great Big Bite Of "Conqueror" Budget

TV Today

HEY'RE for TV in selling "The Conqueror": Terry Turner, General Teleradio conultant; Frank Shakespeare, WCBS-TV general sales manager, and Perry Lieber, RKO adio executive.

Television, as a medium for the romotion of theatrical motion picures, has done some remarkable hings. In a history-making camaign several years ago, a reissue f RKO's 1933 "King Kong" was romoted for a gross that exceeded hat of the original release—and it sn't being unkind to suggest that 'V, not Fay Wray, was responible. Today all the major comanies regard the TV medium as ne of the foremost selling tools nd, at times, with certain humrum effect.

◆ ◆

With that in mind, RKO, with ractically the same team that did he "King Kong" job, has designed . campaign for its forthcoming Ioward Hughes' $6,000,000 theatical spectacular, "The Conqueror," hat undoubtedly will be creating ew variations on the theme of TV romotion. The men behind the job re Perry Lieber, head of advertisng, publicity and exploitation, nd Terry Turner, a special conultant on the campaign but who vas RKO's exploitation manager t the time of the reappearance of 'King Kong."

"The Conqueror" is scheduled to ave simultaneous world premieres t the end of January in 20 world apitals, ranging from Washington o Rome, Bangkok and Sydney, and ach for the benefit of a prominent ocal charity. On hand for each of hese galas will be special teams which will film and tape-record the events which, in turn, will form the basis for the encompassing TV and radio campaign accompanying the film's openings in key U. S. cities in February.

The major share of the radio campaign will be via the General Teleradio stations, while the TV campaign will go to General Teleradio stations and to hundreds of others such as the CBS-TV flagship station in New York.

In addition, Mr. Lieber and Mr. Turner, who have about one-third of the total "Conqueror" promotion budget of $1,300,000 to devote to TV radio, plan to utilize a wide variety of programs for both promotion and direct advertising. News commentators, women's programs, sportscasters, fashion shows and variety programs will be used to pinpoint various facets of the film to particular audiences.

◆ ◆

The domestic premiere of "The Conqueror" in Washington next month will follow another unique event: the first telethon ever produced for the sale of tickets to a motion picture opening. The telethon, over WTOP-TV, the CBS Washington outlet, will feature prominent Government and diplomatic figures who will be plugging a charity cause and not so indirectly the motion picture in question.

FOR A
SQUARE DEAL
call
CIRCLE
FILM LABORATORIES
COLUMBUS 5-2180
A Complete Motion Picture Lab
Serving the Industry
OVER A DECADE
33 WEST 60th ST NEW YORK 23, N Y

THERE'LL ALWAYS BE A LIVE SHOW, SAYS MINER

by FLOYD STONE

To Worthington "Tony" Miner there always will be a live show.

Producer of "Medic" and "Frontier," known for "Studio One" and others, a maker of programs unique for NBC—and incidentally, a skilled user of the motion picture —Mr. Miner is convinced there is room in television for film, and always for "live."

"Try to explain what happens on an opening night in the theatre, to the actors, to the directors, and to the audience. It is the same in TV. You have an atmosphere which is electric, the actors accumulate momentum, they have vibrancy which in the pictures is too difficult to duplicate. There are little slips, and they help TV only."

According to Mr. Miner there never was in pictures a variety show with the intimacy and the spontaneity of one which is live; nor opera—which in TV is "vital" and needs no dubbing nor pre-dubbing.

He is all for hour and one half shows, now that spectaculars have educated us to one hour shows; and he feels the ultimate, toward which we are moving, is the evening entertainment thesis. One highly absorbing program, as in the theatre.

Believability is another belief, whatever the program. "Medic" is realism; some of his others are not so drastic; the denominator is truth or its simulation, and this does not have to have tears. Some programs suffer because spectators, not believing, listen to the commercial, also not believing.

And he doesn't believe in cycles.

TV Today

WORTHINGTON MINER

"There is room on the medium for everything these days." Taste is always changing, in any event.

"I have had criticism of 'Medic.' That was last year. Much less now. Doctors like it now. Most critics are negative. They begin to be absurd. There never is a public clamour. Sincerity is the measure. I will leave taste in the hands of network management, which I believe is competent."

Writers have in television their metier, he comments. For one thing, in television they are notable. They receive credits. People want to know *who* wrote a play. There is in television a fulfillment. And in pictures?"

"More money. But if they're left out of the credits, it doesn't seem to be minded."

Not resolved and an obstacle in use of the film for the desired one hour and a half show is the problem of dealing financially with writers and such, for reiterative television usage, Mr. Miner said.

Who's Where

NBC today names five new vice-presidents: **MICHAEL H. DANN**, program sales; **MATTHEW J. CULLIGAN**, national sales director; **JULES HERBUVEAUX**, general manager of WNBQ-WMAQ; **WALTER SCOTT**, national sales manager, and **MORT WERNER**, national programs.

JOHN H. MITCHELL, vice-president in charge of the ABC television network, and **DON DURGIN**, similarly in charge for the radio network, have been named to the 1956 March of Dimes National Radio-Television Committee.

GEORGE T. SHUPERT, president of ABC Film Syndication, Inc., has announced the following appointments: **JOHN B. BURNS**, vice-president in charge of national sales; **WILLIAM L. CLARK**, vice-president in charge of western sales; **RICHARD P. MORGAN**, vice-president in charge of business affairs.

JAMES E. DUFFY has been named account executive in the ABC-TV central sales division, it was announced by **JAMES BEACH**, division sales director.

BERNARD TABAKIN has been named director of national sales for National Telefilm Associates, and **CY KAPLAN** has joined the firm as eastern director of national sales. **ARCHIBALD U. BRAUNFELD** has been named comptroller of the company.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

YOUR PICK OF TWO GREAT LIBRARIES FOR STOCK FOOTAGE

NBC FILM DIVISION

THE MARCH OF TIME MARCH OF TIME

LICENSE FEE PER 35MM FOOT

NBC LIBRARY		MARCH OF TIME
1.00	Local TV One-Time Use	1.50
1.00	Network TV One-Time Use	2.50
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NBC FILM EXCHANGE
SUNSET & VINE, HOLLYWOOD, CAL.
HOLLYWOOD 9-6161, EXT. 640

The Show-Makers

Mary Healy, *of the show business team of Peter Lind Hayes and herself, will join the panel of ABC-TV's Masquerade Party for three weeks starting December 7.*

◆

Robert Morley, *stage and screen personality, will be on "live" television for the first time in "Edward My Son" on the United States Steel Hour over CBS-TV Wednesday, May 7.* ***Ann Todd*** *will co-star. It will be a Theatre Guild production, with* ***Norman Felton*** *handling the direction.*

◆

Gene Raymond *will take over as host-narrator of the TV Reader's Digest beginning with the program dated January 16.*

◆

Doris Dowling *will have an important role in the Cheyenne segment for Warner Presents to be telecast Tuesday, December 13. She plays opposite* ***Clint Walker.***

◆

Ida Lupino *will appear in "One Way Out" on the Singer Four Star Playhouse Thursday, December 15 over CBS-TV. With her in the cast will be* ***Scott Forbes, Frances Robinson*** *and* ***Gayle Kellogg. Roy Kellino*** *directed from an adaptation by* ***Dick Carr.***

Barry Fitzgerald *will be a department store Santa in Alfred Hitchcock Presents for Sunday, December 18. The title is "Santa Claus and the 10th Avenue Kid," over CBS-TV. It was adapted by* ***Marian Cockrell.*** *Also cast are* ***Bobby Clark, Arthur Space, Virginia Gregg, Justice Watson*** *and* ***Harrison Lewis.***

◆

Eddy Arnold *will be guest star on the third Grand Ole Opry on the ABC-TV network December 10. It will originate from Nashville, and will also feature* ***Carl Smith, Hank Smow, Minnie Pearl, Rod Brasfield*** *and* ***Marty Robbins.***

◆

Jerome Hines *of the Metropolitan will be guest soloist on Voice of Firestone simulcast over ABC networks December 12.*

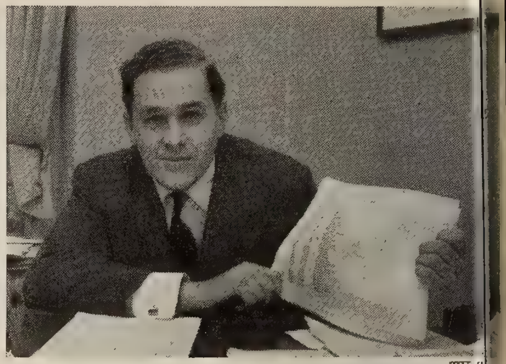
◆

Dennis Day, Dave Garroway, Wally Cox, Jack E. Leonard, Bambi Linn *and* ***Rod Alexander*** *will be in "Babes in Toyland" over NBC-TV December 24.*

◆

Helen Hayes *will head the list of notables paying tribute to producer-director* ***George Abbott*** *on NBC-TV's Colgate Comedy Hour next Sunday night.*

FILMS IS FILMS, AND IN AN MEDIUM, AMORY DISCOVERS



TV T

FILM LIBRARY, one of the mostest. Charles M. An shows us some of the titles in a collection which be vast. We cannot quite make them out.

Coming to television from the film business, Charles Amory finds in his U. M. & M. company that he is still in the picture business.

On the eve of a deal which may bring him the complete library (1,787 short subjects, up to 1950) of a major motion picture company, reported as Paramount, Mr. Amory remarked the other day one staple thing about television. It needs and will always need motion pictures, chiefly because they may be played over and over again. Mr. Amory sells his sh subjects with unlimited run rights. Smaller stations especially m have them on that basis.

"Furthermore," Mr. Amory claims, "in the foreign field, this is v important. The gross potential is such that foreign receipts proba will bring in more than domestic."

He cited Brazil, with 19 television stations. "They look to Amer only for films. All these countries do. They look for films in their o language. Most of the films in the short subject libraries of mot picture companies already are dubbed into native languages."

Mr. Amory's firm has plenty of its own product these days: "Sherlock Holmes" and "Paris Precinct" series of half-hour shows, a 12 others; "Tracers," and "TV Court" and its own 39 half-hour p grams, "New Orleans Police Department," and the five-minute fil 400 of them, "Do You Know Why."

The company has a large production establishment in New Orlea with three sound stages, three full crews, cutting and editing rooms, a laboratories for 16 and 35mm. It is the amalgamation of Motion Pictu Advertising Service of New Orleans, United Film Service of Kans City, both in the screen advertising since 1920, and Minot TV, Inc., later arrival all establishing a national television service.—*F. E. S.*

COMMERCIALS ON THE SPOT

Continued activity on production of new commercial spots, to freshen the advertising appeals for a variety of products, includes the following:

At ACADEMY PICTURES, Inc.

Ford Cars (*J. Walter Thompson*)
Bufferin (*Y & R*)
Tip Top (*J. Walter Thompson*)
Snow Crop Foods (*Ted Bates*)
Lux Detergent (*J. W. Thompson*)
Franco-American Spaghetti (*Ogilvy, Benson, Mather*)
Nash Cars (*Geyer*)
American Standard Plumbing (*BBDO*)
Nabisco (*McCann Erickson*)

At GEO. BLAKE ENTERPRISES

White Owl Cigars (*Y & R*)
Eastside Lager Beer (*Warwick & Legler*)
Encore Cigarettes (*Kudner*)
Jello Pudding (*Y & R*)
Delco Batteries (*Campbell-Ewald*)
Hunt's Dog Food (*Ted Bates*)

At CARAVEL FILMS, Inc.

Goodyear Air Foam Products (*Kudner*)
Instant Postum (*Y & R*)
Esso Gas (*McCann Erickson*)

At DYNAMIC FILMS

Charles Antell Toilet Articles (*Direct*)
Mrs. Bard's Bread (*Tracy-Locke*)
Coty Lipsticks (*Franklin Bruck*)
Bulova Watches (*Direct*)
Feature Wedding Rings (*Direct*)

At PETER ELGAR PRODUCTIONS

Hills Bros. Coffee (*N. W. Ayer*)
Chiclets (*Ted Bates*)
Good Luck Margarine (*BBDO*)
Bayer Aspirin (*D.F.S.*)
Herbert Tareyton Cigarettes (*H. M. Hackett*)
Dove Soap (*Ogilvy, Benson & Mather*)

At ELLIOTT-UNGER-ELLIOTT

Scott's Paper Towels (*J. W. Thompson*)
Hazel Bishop Lipstick (*Raymond Spector*)
Chesterfield Cigarettes (*Cunningham & Walsh*)
Spick & Span Cleaner (*Biow-Beirn-Toigo*)
Seaforth Shaving Cream (*BBDO*)

At SARRA, Inc.

Ciba Vitamin Tablets (*J. Walter Thompson*)
Wesson Oil (*Fitzgerald Adv.*)
Colonial Bread (*Direct*)
Fisher Price Toys (*Weill & Ebey, Inc.*)
Fluffo (*Biow-Beirn-Toigo*)
Jax Beer (*Fitzgerald Adv. Agency*)

At SCREEN GEMS

Pall Mall (*S.S.C.B.*)
Players Cigarettes (*McKims Adv.*)
Curtis Candy Bar (*C. L. Miller*)
Molson's Beer & Ale (*Cockfield Brown*)

At TRANSFILM

Tide (*Benton & Bowles*)
Robert Hall Clothes (*Frank B. Sawdon*)
CBS TV Sets (*Ted Bates*)
ALCOA (*Fuller-Smith-Ross*)
RCA Records (*Grey Adv.*)
Ballantine Beer & Ale (*Wm. Est*

At UPA Pictures

Seabrook Farms (*N. W. Ayer*)
Amoco Gasoline (*Joseph Katz Co*
Airwick (*Norman Craig & Kru mel*)
Minute Rice (*Y. & R.*)
Piel Brothers Beer (*Y. & R.*)

At UNITED WORLD FILMS

Studebaker Cars (*Benton & Bowles*)
Scott Tissues (*J. W. Thompson*
General Electric Refrigerators (*BBDO*)
Campbell Soups (*Leo Burnett*)
Kellogg's Breakfast Foods (*Kenyon & Eckhardt*)
Conoco Oil (*Benton & Bowles*)

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Passing in Review

MOTION PICTURE COMPANIES already in—or about to enter—the television ranks would do well to glance at the material turned out by 20th Century-Fox for its General Electric-sponsored hour on CBS-TV. Last Wednesday night's (November 30) adaptation of Sidney Howard's "Christopher Bean," starring Gene Lockhart and Thelma Ritter, was a dandy in all departments, including the unobtrusive and informative trip around the 20th-Fox lot.

Hollywood, incidentally, continues to be something of a bugaboo subject for television dramatists. They seem particularly taken by the awe-full aspects of the Hollywood has-been who must, as one might say over cocktails, come to grips with reality. Wednesday night writer Dick Berg wrestled the subject to a draw in his "Once a Genius," about a transplanted Viennese film director, presented over NBC-TV's Kraft Theatre. Six nights before (Thursday, November 24) writer Rod Serling's "Portrait in Celluloid" for CBS-TV's Climax told of the particular problems of a scenarist who had gone down hill ever since he won an Academy Award in 1936. Hollywood, of course, is a legitimate subject for fiction, but writers seem hard put to tell their stories without using the very cliches they would satirize and/or making their very particular subjects pertinent to those of us who toil in a world unreported by Louella, Hedda, Sidney, Jimmy and Sheila.

A glance at Jackie Gleason Saturday night (November 26, CBS-TV) shows that he and Audrey Meadows (and a group of the best writers in the business) are continuing to turn out comedy of extremely high order. That million-dollar contract was no mistake. CBS-TV also has a winner in its Thursday night Wanted film series, a model of the crime documentary genre. Using only "real" people who actually knew the person spotlighted, the show beautifully integrates candid interviews, location shots ("X" marks the spot where . . .) and over-all reporting to tell a story that more often than not creates a vivid impression of life. Also:

ASSIGNMENT: INDIA. NBC-TV, 1 Hour. Thursday, November 24, 1955, 5 P.M., EST. Compatible color. Film.

The remarkable potentiality of the television medium in bringing into the average American home interesting, timely and importantly informative material was demonstrated in its finest sense in this spectacular from NBC. With Chester Bowles, former U. S. Ambassador to India and former Governor of Connecticut, as host, narrator and chief participant, the program used a "by-line" technique attributed to Ted Mills, who produced and directed the show. Mr. Bowles in effect wandered, but not aimlessly, about the countryside of India, interpreting this great people and their way of life to Americans. Threaded through the hour was a pertinent and intimate interview of Prime Minister Jawaharlal Nehru of India by Mr. Bowles. Another especially interesting facet of the program were the pictures of India's great Mahatma Gandhi. Field director and associate producer was Robert Graff, and much credit should go to him. Mr. Bowles proved himself a capable, natural and sincere figure in his friendly and sympathetic discussion of India, its people and its manifold problems. The use of natural sound on the ground was particularly effective in imparting a sense of authenticity. The camera work throughout was of the highest quality. Here was a fine job—by all hands.

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ALCOA HOUR: Thunder in Washington," NBC-TV, 1 Hour, 9 P.M., EST, Sunday, November 27, 1955. Live, from New York. For Alcoa.

This thoughtful and provocative drama by David Davidson must certainly be classed as one of best original teleplays of the season. A study of the ordeal-by-fire undergone by a successful businessman who accepts a top Washington post, it succeeded surprisingly well in detailing both sides in the kind of controversy stirred up by Defense Secretary Wilson and his shares of General Motors stock. Mr. Davidson's writing was topnotch, and so were the performances of Melvyn Douglas, as the hard-headed and slightly naive businessman, and Ed Begley, as the House Appropriations Committee chairman whose motives were about equally inspired by politics and personal conscience. Also effective in supporting roles were Audra Lindley, Russell Collins, Howard St. John and Philip Coolidge. The physical production was unostentatiously lavish, with the atmosphere of a fairly chaotic House hearing room graphically and amusingly recreated. Alcoa can be proud of having put together a topical piece which was as exciting as it was intelligent and might please Republicans as well as Democrats. That's something of a *coup* in these last days of a pre-election year.

"THE WORLD AROUND US"

TV Tolay

George Brewer, vice-president of the Conservation Foundation, New York, is "talking longer than he intended," at the showing of three shorts Monday evening, in New York, a sample of RCA Recorded Programs' new series, "The World Around Us." With Mr. Brewer, whose organization endorses such educative endeavors, are Thomas Craven, left, co-producer; John H. Storer, naturalist and photographer, and Paul White, RCA's special adviser on TV film programming.

General approval and some awe seemed the consensus among the guest writers. To this reporter, a question is the translation from color and form as in nature to the black and white receiver screen. The series appears earnest, almost pedagogical, and with a necessary humorous leavening only in "chalk talks" at beginning and end of each subject.

These subjects are uninterrupted in continuity or narration, and therefore are more "educational." For television this may be an asset.

Shown were "Chain of Life," describing interdependence, even including natural, beneficial cannibalism, of life forms in and above a swamp; "King of the River," a now familiar record of the salmon runs against current to birth and spawning place, and "Nature's Plan," the continual drain of water to the sea, its absorption to the atmosphere, its descent and again its

Mr. Storer, who as a photographer also is an expert in macro and time-lapse work, and whose skill is evident, wrote the scripts adapted by Alan Stern; Mr. Craven co-produced with Ellis Sard; Tex Antoine, who did the chalk talks, narrates along with Robert Middleton, and the Music is by Corelli Jacobs. Pictura Film Corporation is the producer. There will be 26 subjects, each 15 minutes.

NAVY LOG, CBS-TV, ½ Hour, 8:30 P.M., EST, Tuesday, November 29, 1955. Film. For W. A. Sheaffer Pen Company (alternating with Maytag).

Navy Log appears to be one of the most solid of the half-hour film shows that eschew the paths of both domestic comedy and cryptic mystery in favor of a semi-documentary look at life as it really is/was. Drawing on official Defense Department film libraries, the series carefully and successfully combines actual battle footage with staged photography to tell complete, dramatic tales from the Navy Log. It is technically excellent and often exciting. Last week's chapter, starring Bobby Driscoll as a near-sighted Navy corpsman who inadvertently becomes a hero on a Korean battlefield, suffered slightly from an over-abundance of redundant dialogue, but still was several notches above comparable shows. Sam Gallu is the enterprising producer.

MAKE ROOM FOR DADDY, ABC-TV, ½ Hour, 9 P.M., EST, Tuesday, November 29, 1955. Film. For Dodge Division of Chrysler (alternating with American Tobacco).

Danny Thomas and Jean Hagen were performing a good distance above and beyond the call of "Old Girl Friends," in last week's installment of this slickly filmed family series. The major premise—that Miss Hagen would become insanely jealous when Danny receives several letters from old flames—is about as old, arch and artificial as one can get without digging back into a Victorian translation of "Lysistrata." However, it did serve to cue in several imaginative daydreams in which Mr. Thomas saw life as it might have been with three other girls, each played in turn by Miss Hagen, who happens to be a fine actress and comedienne. The quality of the film and the camera work are first rate which, unfortunately, only serves to point up the essentially synthetic heart of this particular installment. Louis Edelman is producer for Marterto Productions.

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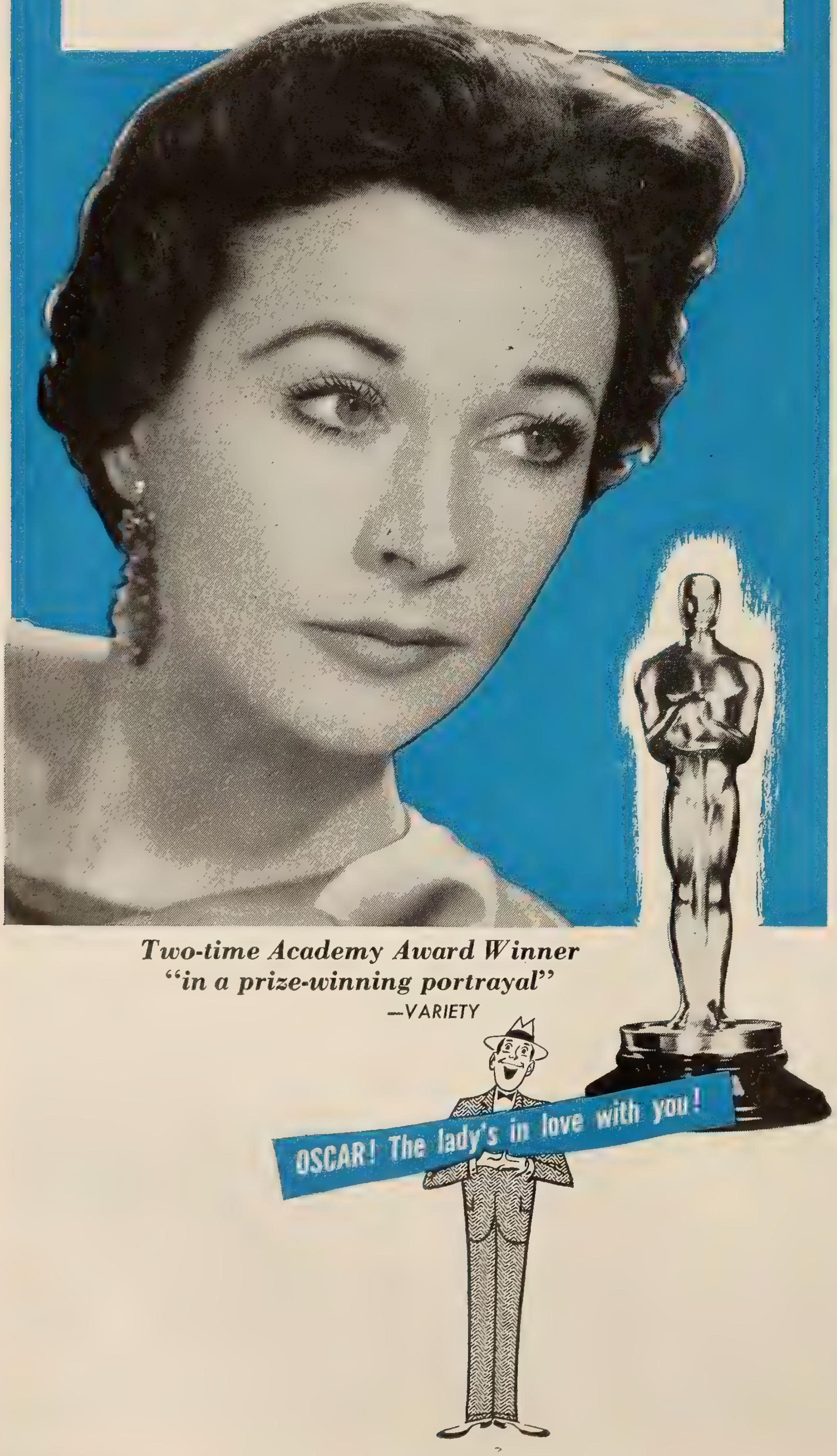
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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 107 NEW YORK, U. S. A., TUESDAY, DECEMBER 6, 1955 TEN CENTS

16MM. ANTI-TRUST SUIT IS DISMISSED

Film, TV Industries See Way Cleared for Future Planning

EDITORIAL

Yankwich Decision Vindicates Industry

By Sherwin Kane

THE decision of Federal Judge Leon Yankwich handed down in U. S. District Court in Los Angeles yesterday dismissing the government's 1952 anti-trust suit, which would require producers-distributors to license 16mm. versions of their films to television, among other users of such films, is a complete vindication of the industry's position.

That position has been that even though most of its components have not seen fit to commit economic suicide by leasing current or recent films of great theatrical value to TV and other non-theatrical users, there was involved in such decisions only sound business judgment and not an illegal conspiracy.

•

The government action appeared to be based on the cockeyed notion that commercial television has some inherent right to any form of entertainment it can put on its screen without regard to economic consequences to other purveyors of entertainment.

Obviously, if this view prevailed, neither television nor the public would benefit for long from the enforced sale of new films to TV. Sponsored television was, and still is, unable to afford the best, new motion pictures. A forced sale of them, besides putting theatres, which would have to charge for them while television was giving them away, out of business, would soon destroy the producers of such pictures, as well.

The fairness and soundness of Judge Yankwich's decision will be applauded not only by all in the

(*Continued on page 2*)

Kans. Ruling Stands

SupremeCourt Won't Re-Hear 'Moon' Case

From THE DAILY Bureau

WASHINGTON, Dec. 5.—The Supreme Court has refused to reconsider its earlier ruling that the Kansas censors went too far in banning "The Moon Is Blue."

The state had asked the Justices to reconsider their Oct. 24 decision, arguing that no one knew exactly why the high court had ruled the way it had.

In the earlier brief opinion, the Justices reversed a Kansas State Supreme Court ruling which had upheld the state's censors in their ban on the film. The Supreme Court, in reversing the lower court, merely cited previous decisions in "The Miracle" and "M" cases. Most observers assumed the Justices had decided—as in the earlier cases—that the standards used by the Kansas censors were too vague.

But a rehearing petition filed by

(*Continued on page 12*)

Completely Exonerates Defendants; Finds Licensing to TV Involved No Conspiracy; Resulted in No Unreasonable Restraints

By WILLIAM R. WEAVER

LOS ANGELES, Dec. 5.—Defendant companies in the conspiracy complaint filed July 22, 1952, by the U. S. Department of Justice, charging violation of the Sherman Anti-Trust Act by restraining interstate trade in 16mm. feature films, were completely exonerated in a sweeping 91-page decision handed down today by Chief Federal Judge Leon R. Yankwich. The jurist had the case under submission since Nov. 9th, following trial which had consumed 25 court days, with more than a dozen top-echelon executives taking the witness stand.

The five companies which stood trial were 20th Century-Fox, Warner Brothers, RKO Radio, Columbia Pictures and Universal Pictures, with their subsidiaries.

Republic Pictures Corp. and Republic Productions, Inc., Pictorial Films, Inc., and Films, Inc., also named as defendants in the original complaint, had taken consent decrees containing escape clauses which en-

(*Continued on page 9*)

Highlights of 16mm. Decision

The Court found that defendants had not committed any of the illegal acts set forth in the Government's complaint.

It held that such restrictions as were imposed on 16mm. sales were for the protection of individual companies' income.

Exonerating exhibitor organization defendants, the court termed them "gadflies—urging distributors to tighten their restrictions," but not becoming "fellow offenders."

The decision noted that films "cannot be marketed like other products" and that "the system of clearances is legitimate."

Dismissal Brings Comments

Industry Leaders Express 'Satisfaction' on Verdict

Satisfaction and gratification were expressed in distribution and exhibition circles here yesterday upon learning of the dismissal of the Department of Justice's 16mm. anti-trust action against five major producer-distributors and six co-conspirators by Judge Leon Yankwich in Los Angeles.

While a number of top exhibitor leaders and distribution officials declined comment pending their reading of the decision, it was pointed out by Wilbur Snaper, former president of Allied States Association that "if the defendants didn't win, it would have been an awful miscarriage of justice."

Herman M. Levy, general counsel for Theatre Owners of America, expressed satisfaction with the decision;

(*Continued on page 12*)

U.S. Is Undecided On Taking Appeal

From THE DAILY Bureau

WASHINGTON, Dec. 5.—Justice Department officials said it would be another month or more before they knew whether the Department would appeal the dismissal of the 16mm. anti-trust suit.

Officials said they had heard of Judge Yankwich's decision but had not been filled in on any of the details. They said they would have to read his opinion and discuss it at length before they made a decision as to whether or not to appeal. Anti-trust cases can be appealed directly to the Supreme Court, if the government wants.

"We have 60 days in which to file an appeal," one Justice official declared. "I doubt very much if we'll make up our minds much before the middle of January."

PERSONAL MENTION

OSCAR A. MORGAN, Paramount short subjects sales manager, will leave New York today for Washington.

•

MRS. GEORGE P. SKOURAS, chairman of the International Committee for Boys' Towns of Italy, has arrived in San Francisco from New York.

•

WALTER S. TOWER, JR., manager of Westrex Co., Ltd., of England, has returned to London from New York.

•

EDWARD E. SULLIVAN, 20th Century-Fox publicity director, has returned to New York from Hollywood.

•

HUGH OWEN, Paramount Distributing Corp. vice-president, will return to New York today from Dallas.

•

HARRY GOLDMAN, United Artists branch manager in Chicago, has returned there from New York.

•

RUDY BERGER, M-G-M Southern sales manager, will leave Washington tomorrow for Jacksonville.

•

ALFRED W. CROWN, Allied Artists vice-president, has returned to New York from the Coast.

Jules Levey Returns To Production Field

Jules Levey will return to the production field with "The Tontine," novel by Thomas B. Costain, the screen rights to which he acquired last week. Levey, former general sales manager of RKO Radio, has been importing foreign pictures in recent years. As a producer he made "The Hairy Ape" and "Abilene Town," as well as a number of comedies for Universal.

Jules Levey

Levey announced that he would devote his time exclusively from now on to production and that he was acquiring a number of story properties, of which "The Tontine" was the first. Costain was the author of "The Silver Chalice" and "The Black Rose."

"The Tontine" will be made in England. Casting conferences have started with Hollywood stars and screenplay treatment is being discussed with several top writers, Levey said.

Spyros P. Skouras (center), president of 20th Century-Fox, receives from Richard C. Patterson, Jr., New York City commissioner of commerce, representing Mayor Robert Wagner, the city's citation honoring the film executive for his service to humanitarian causes. Looking on, at the left, is Sen. William F. Knowland of California.

World Leaders Send Greetings to Skouras at Testimonial Banquet

A special letter of commendation from President Eisenhower to Spyros P. Skouras, president of 20th Century-Fox, was received and read before 1,200 leading figures from all walks of life at a tribute dinner to the film executive last night. The event, sponsored by the National Foundation for Infantile Paralysis-March of Dimes, was held in the Waldorf-Astoria Hotel here.

Reading the President's letter to Skouras, honored for his record of service to humanitarian causes, was Kevin McCann, aide to the chief executive and president of Defiance College. The film industry leader also received a citation on behalf of Mayor Robert F. Wagner, and a plaque from the National Foundation for Infantile Paralysis, presented by Basil O'Connor, head of the polio-fighting organization.

More than $100,000 for the 1956 March of Dimes campaign was raised at the $100 per plate dinner.

Senator Knowland Attends

Joining McCann, Wagner and O'Connor as principal speakers were U. S. Senator William F. Knowland of California and Richard C. Patterson, Jr., N. Y. City Commissioner of Commerce and Public Events, who was the dinner committee chairman.

Hundreds of telegrams and cables of congratulation to Skouras from high governmental and diplomatic figures were received and many were read.

Sir Winston Churchill cabled: "I am interested to learn of the dinner that is being given in New York for Mr. Spyros Skouras . . . to honour him for his services to so many good causes throughout the United States and beyond. I am happy to send my good wishes to Mr. Skouras on this occasion."

Anthony Eden, prime minister of England, cabled: "On the occasion of the dinner in your honor, I send you my cordial congratulations and best wishes."

David Ben-Gurion, prime minister of Israel, cabled: "Please convey to that great humanitarian Spyros Skouras my best wishes and heartfelt congratulations on the honor conferred upon him. Few men have contributed so generously to the causes of humanity as Spyros Skouras."

Others to send greetings were Ramon Magsaysay, president of the Republic of the Philippines; Andres Francois Poncet, president of the French Red Cross and a member of the Academy of France; Robert G. Menzies, Australian prime minister; Juscelino Kubitschek, president of Brazil; Admiral Louis Mountbatten; Paul Reynaud, former French prime minister; Prime Minister Erlander of Sweden; Prince Bhanu Yugala of Thailand; Leslie Hurd, mayor of Johannesburg; Gershon Agron, mayor of Jerusalem; and others.

Editorial

(*Continued from page 1*)

industry whose privilege of doing business within the dictates of their best judgment was challenged by the government suit, but also by everyone who still holds a healthy respect for the rights of individuals and for property rights.

If the Yankwich decision is appealed, we can only hope that a majority of the U. S. Supreme Court is among the latter.

RKO Theatres Seen Asking Time to Sell Metropolitan Stock

Talks with the Department of Justice on RKO Theatres' minority stock interest in Metropolitan Playhouse Inc., will take place here this week

Attorney George W. Alger, truste of the stock, will confer with Mauric Silverman, Department of Justice attorney, who will be in New York fo several days.

The talks were scheduled as th Dec. 21 deadline neared for Alger report on the disposition of the stock to the Federal District Court. Alge asked about the status of the stock said he had nothing to say at th time, adding that he would confe with the Department of Justice on th matter. A justice official reported th stock has not been sold.

Indications point to a request fo additional time beyond the three-yea period. In the past, RKO Theatre executives have acknowledged tha it appeared difficult to find purchaser offering what they considered a equitable deal. RKO Theatres has 20 per cent ownership of Class stock of Metropolitan Playhouse which consists of about 120 theatre

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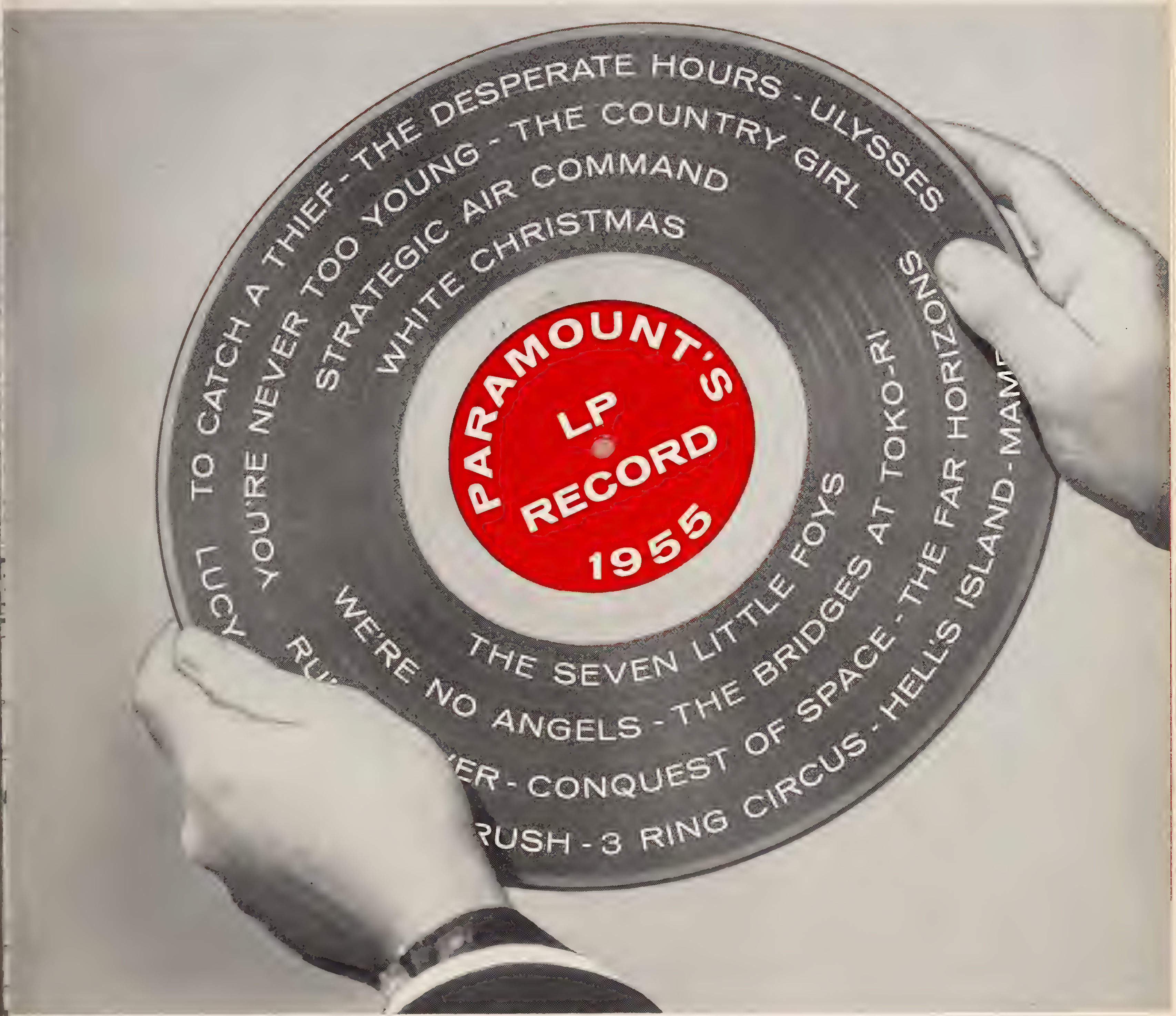
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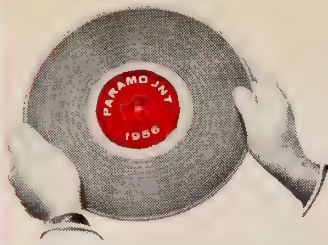

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of Tennessee Williams'

THE ROSE TATTOO

also starring Marisa Pavan · Ben Cooper
with Virginia Grey · Jo Van Fleet · Sandro Giglio
Directed by Daniel Mann · Screenplay by Tennessee Williams
Adaptation by Hal Kanter · Based on the Play,
"The Rose Tattoo" by Tennessee Williams
Music Score by Alex North

VISTAVISION

VISTAVISION

BING CROSBY · DONALD O'CONNOR
JEANMAIRE · MITZI GAYNOR
PHIL HARRIS
in

ANYTHING GOES

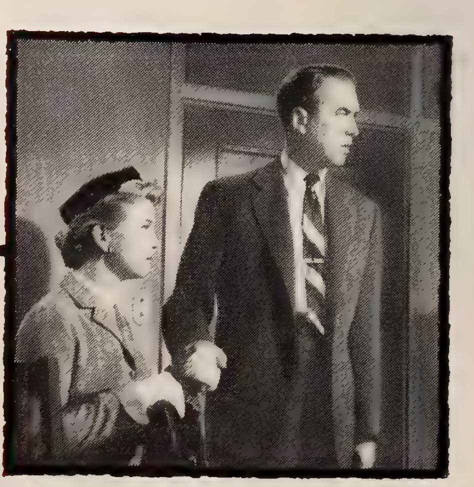
Produced by Robert Emmett Dolan · Directed by Robert Lewis
Music and Lyrics by Cole Porter · New Songs by Sammy Cahn and
James Van Heusen · Screen Story and Screen Play by Sidney Sheldon
From the play by Guy Bolton and P. G. Wodehouse
(Revised by Howard Lindsay and Russel Crouse)
Color by Technicolor

VISTAVISION

JAMES STEWART
DORIS DAY
in
ALFRED HITCHCOCK'S

THE MAN WHO KNEW TOO MUCH

Directed by Alfred Hitchcock
Screenplay by John Michael Hayes and Angus MacPhail
Based on a Story by Charles Bennett and D. B. Wyndam-Lewis
Songs by Jay Livingston and Ray Evans
Color by Technicolor



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in HAL WALLIS'

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co-starring
Shirley MacLaine · Dorothy Malone · Eddie Mayehoff
with Eva Gabor · Anita Ekberg · George "Foghorn" Winslow
Directed by Frank Tashlin · Produced by Hal Wallis
Screenplay by Frank Tashlin, Hal Kanter and Herbert Baker
Adaptation by Don McGuire · Based on a play by Michael Davidson
and Norman Lessing · Songs by Harry Warren and Jack Brooks
Color by Technicolor

VISTAVISION

AGAIN RECORD PARAMOUNT'S LEADERSHIP...

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DANNY KAYE
in

THE COURT JESTER

with
GLYNIS JOHNS
co-starring
Basil Rathbone · Angela Lansbury · Cecil Parker
Words and Music by Sylvia Fine and Sammy Cahn
Written, Produced and Directed by Norman Panama and Melvin Frank
Color by Technicolor

VISTAVISION

ALFRED HITCHCOCK'S

THE TROUBLE WITH HARRY

starring
Edmund Gwenn · John Forsythe · and introducing Shirley MacLaine
Directed by Alfred Hitchcock · Screenplay by John Michael Hayes
Based on the Novel by Jack Trevor Story · Color by Technicolor

PARAMOUNT
1956

GEORGE GOBEL
MITZI GAYNOR
DAVID NIVEN
in

THE BIRDS AND THE BEES

co-starring Reginald Gardiner · Fred Clark
Produced by Paul Jones · Directed by Norman Taurog
Screen Play by Sidney Sheldon and Preston Sturges
Based on a story by Monckton Hoffe
Musical Numbers Staged by Nick Castle
New Songs by Harry Warren and Mack David
Color by Technicolor

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VISTAVISION

KATHRYN GRAYSON
ORESTE
in

THE VAGABOND KING

also starring
Rita Moreno · Sir Cedric Hardwicke · Walter Hampden
Directed by Michael Curtiz · Produced by Pat Duggan
Screenplay by Ken Englund and Noel Langley
Based on the Musical Play · Music by Rudolf Friml
Book and Lyrics by William H. Post and Brian Hooker
Presented on the Stage by Russell Janney
From a play by Justin Huntly McCarthy · Color by Technicolor

THE SCARLET HOUR

Produced and Directed by Michael Curtiz
Introducing Carol Ohmart · Tom Tryon · Jody Lawrance
with James Gregory and Elaine Stritch · Song: "Never Let Me Go"
sung by Nat "King" Cole, A Capitol Recording Artist
Screenplay by Rip Van Ronkel, Frank Tashlin
and John Merdyth Lucas
Story by Rip Van Ronkel and Frank Tashlin

VISTAVISION

PARAMOUNT
1956

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Starring Audrey Hepburn, Henry Fonda, Mel Ferrer. With Anita Ekberg, Vittorio Gassman, Oscar Homolka, Milly Vitale. Also starring John Mills. Directed by King Vidor—Produced by Ponti-DeLaurentiis. In VistaVision and color by Technicolor

THAT CERTAIN FEELING

Starring Bob Hope, Eva Marie Saint, George Sanders. With Pearl Bailey. Produced and directed by Norman Panama and Melvin Frank. In VistaVision and color by Technicolor

THE PROUD AND PROFANE

A Perlberg-Seaton Production. Starring William Holden, Deborah Kerr. Co-starring Thelma Ritter, Dewey Martin. In VistaVision and color by Technicolor

PARDNERS

Starring Dean Martin and Jerry Lewis. Directed by Norman Taurog. In VistaVision and color by Technicolor

TO TAME A LAND

Starring Marlon Brando. In VistaVision and color by Technicolor

THE MOUNTAIN

Starring Spencer Tracy and Robert Wagner. Co-starring Claire Trevor. In VistaVision and color by Technicolor. Produced and directed by Edward Dmytryk. From the best-selling novel

THE RAINMAKER

Hal Wallis Production. Starring William Holden. Based on the Broadway hit stage play

PARAMOUNT'S 1956 RECORD WILL BE CLIMAXED BY

The Most Important Motion Picture Ever Made . . .

CECIL B. DeMILLE'S

production of

THE TEN COMMANDMENTS

in

VISTAVISION

MOTION PICTURE HIGH FIDELITY

and Color by Technicolor

For Every Date in 1956:

PARAMOUNT NEWS

and

PARAMOUNT SHORTS

many in

VISTAVISION

MOTION PICTURE HIGH FIDELITY

PRINTED IN U.S.A.

Court Dismisses 16mm. Anti-Trust Suit

Exhibitors in 'Gadfly' Role, Yankwich Says

(*Continued from page* 1)

titled them to regard today's decision as pertaining to them also.

During the trial 700 exhibits were placed in evidence. In the pre-trial preparation the government had required defendant companies to answer complicated interrogatories covering every transaction in 16mm. films since the manufacture of 16mm. prints began, in some instances as far back as 1928. Defense attorneys estimated unofficially, during the trial, that pre-trial costs alone aggregated more than $1,000,000. Testimony at the trial filled 4,000 pages.

Widely Welcomed

Despite the fact that the government's charge had long been regarded here as "born of fuzzy beaurocratic thinking that flouts economic reality," to quote defense attorney Macklin Fleming, the news that today's decision was a 100 per cent victory for the defense was greeted with enthusiasm by executives in defendant companies, as well as by non-defendants, both for industry's own sake, in point of prestige, and because the decision clears way for all parties—in television as in theatrical production—to plan definitely for the future as regards television use of films made originally for theatre exhibition.

The government complaint had named Theatre Owners of America, Allied States Association, the Council of Motion Picture Organizations, Southern California Theater Owners Association, Metropolitan Theatre Owners and other exhibitor organizations as co-conspirators, and government counsel had examined the organizations' files in search of evidence, but they were not named as defendants. In his decision, Judge Yankwich took occasion to point out that these organizations had acted as "gadfly" to the defendants, urging them to tighten restrictions, rather than as fellow-offenders.

TV Factor Uppermost

In the original complaint the government had indicated it was bringing suit because theatreless towns, churches, roadshowmen (meaning itinerants) and television stations were being denied the use of 16mm. features, but when the trial got under way most of the testimony narrowed down to TV's position in the matter.

Judge Yankwich's opinion, running to 30,000 words, is summed up more succinctly in the formal language of his "decision and directions for findings," which reads in part:

"Upon the grounds and for the reasons set forth in the opinion filed this day, judgment will be in favor of the defendants that the plaintiff take nothing by the complaint against them or any of them, and that the injunction and other relief prayed for therein be denied.

No Conspiracy Found

"The court finds that the defendants have not contracted, combined or conspired among themselves or with any of their co-conspirators, whether sued in this action or not, or others, to violate Section One of the Sherman Anti-Trust Act and/or to restrain interstate trade and commerce in 16 millimeter feature films in violation of Section One of said Sherman Anti-Trust Act.

"More particularly, the court finds that the defendants have not, pursuant to, and in furtherance of, any conspiracy or in violation of any of the laws of the United States, done or committed any of the acts set forth in the complaint.

Policies Not Unreasonable, Court Holds

"The court finds that each of the defendant-producers imposed time and territorial restrictions as to the exhibition of 16mm. films as appears from the testimony outlined in the opinion and the charts listed under subdivision 6-D of the opinion.

"These restrictions were arrived at separately and independently by each of the defendant-producers as the result of identical situations confronting them and were motivated by the desire of each of the defendant-producers to protect its income derived chiefly from standard film exhibitions at admission-charging theatres.

Holds TV Was Aided

"The court finds that there has been no refusal by the defendant-producers to exhibit to television. On the contrary, the defendant-producers have, at various times, released 16mm. films to television. There has been reluctance on the part of the defendant-producers to release motion pictures generally to television because of (1) the possible effect of their exhibition on standard pictures in admission-charging motion picture theatres; (2) the damage that the exhibition through television and otherwise, of 16mm. films might have on the re-issue and remaking of motion pictures now in the vault of the defendant-producers; (3) the destruction of the value of stories from which the pictures and backlog were made and the rights to which belong to the defendant-producers; (4) the inadequacy of the prices offered by television and any other exhibition of 16mm. versions as contrasted with the income derived from the exhibition of the standard versions of films.

"Each of the defendant-producers for itself administered in its own way

(*Continued on page* 12)

Filed July 22, 1952

Justice Department's Action Commenced Over 3 Years Ago

It was on July 22, 1952, that the Department of Justice filed its anti-trust suit designed to force the major companies to sell their 16mm. prints to television. Named as defendants were six producer-distributors, their 16mm. distributors, and two independent 16mm. distributors, with Theatre Owners of America named as a co-conspirator, but not as a defendant.

On Feb. 9, 1955, the government asked for and received court permission to include Independent Theatre Owners Association, Metropolitan Motion Picture Theatres Association, Allied States Association, Southern California Theatre Owners Association, Pacific Coast Conference of Independent Theatre Owners and the Council of Motion Picture Organizations, as co-conspirators in the anti-trust action.

Specifically, the complaint charged that the defendants and co-conspirators conspired continuously since 1945, and for some years prior to that tinue, to prevent the exhibition of 16mm. feature films in competition with established film theatres.

In summary, the Justice Department demanded that there be no restrictions on showing of 16mm. films on television, no limitations on showing 16mm. films by enterprises competing with regular theatres, no "arbitrary and excessive" clearances between first 35mm. theatre release of a picture and its release on 16mm., and that 16mm. films be licensed to coin-operated machines in taverns, etc., and for free shows by merchants.

The case went to trial in Los Angeles before Federal Judge Yankwich on Sept. 23 of this year and was brought to a conclusion on Nov. 9.

Two weeks before the anti-trust suit went to trial, Republic Pictures, one of the defendants, agreed to a consent judgment in the government's 16mm. suit. The judgment required Republic to make available to television most of the films shown earlier in theatres. The film company had to offer within 90 days to license for TV 80 per cent of the feature films available for TV produced prior to Aug. 1, 1948, and released for 35mm. national theatre exhibition. The judgment also required Republic to undertake negotiations looking toward making a majority of its feature films produced after Aug. 1, 1948, also available to television. Within two years after these negotiations are completed successfully, Republic would be required to offer for license at least 25 per cent of its feature films three years after they were released for national theatre exhibition.

In each calendar year thereafter, Republic, under the judgment, would have to offer for license for TV at least 50 per cent of the films released by it three years earlier for 35mm. theatre distribution. During each calendar year, Republic also would be required to offer for licensing to 16mm. outlets other than TV 80 per cent of the feature films available for 16mm. exhibition two years after these films were released for theatre showing.

Republic Can File To Exit Judgment

Under a "favored nation" clause in its consent decree in the U. S. Government's 16mm. anti-trust suit, which was dismissed in Los Angeles yesterday, Republic Pictures is allowed to file application within 30 days seeking exit from the judgment in as much as Judge Yankwich's ruling is more favorable than the Sept. 13 agreement.

Article IX of the Republic consent decree, in summary, states that the film company is entitled to make application to the U. S. District Court for Southern California, with 30 days' notice to the plaintiff, for a modification of the consent decree as a final judgment pertaining to the case if more favorable in respect to the other defendants than the consent decree.

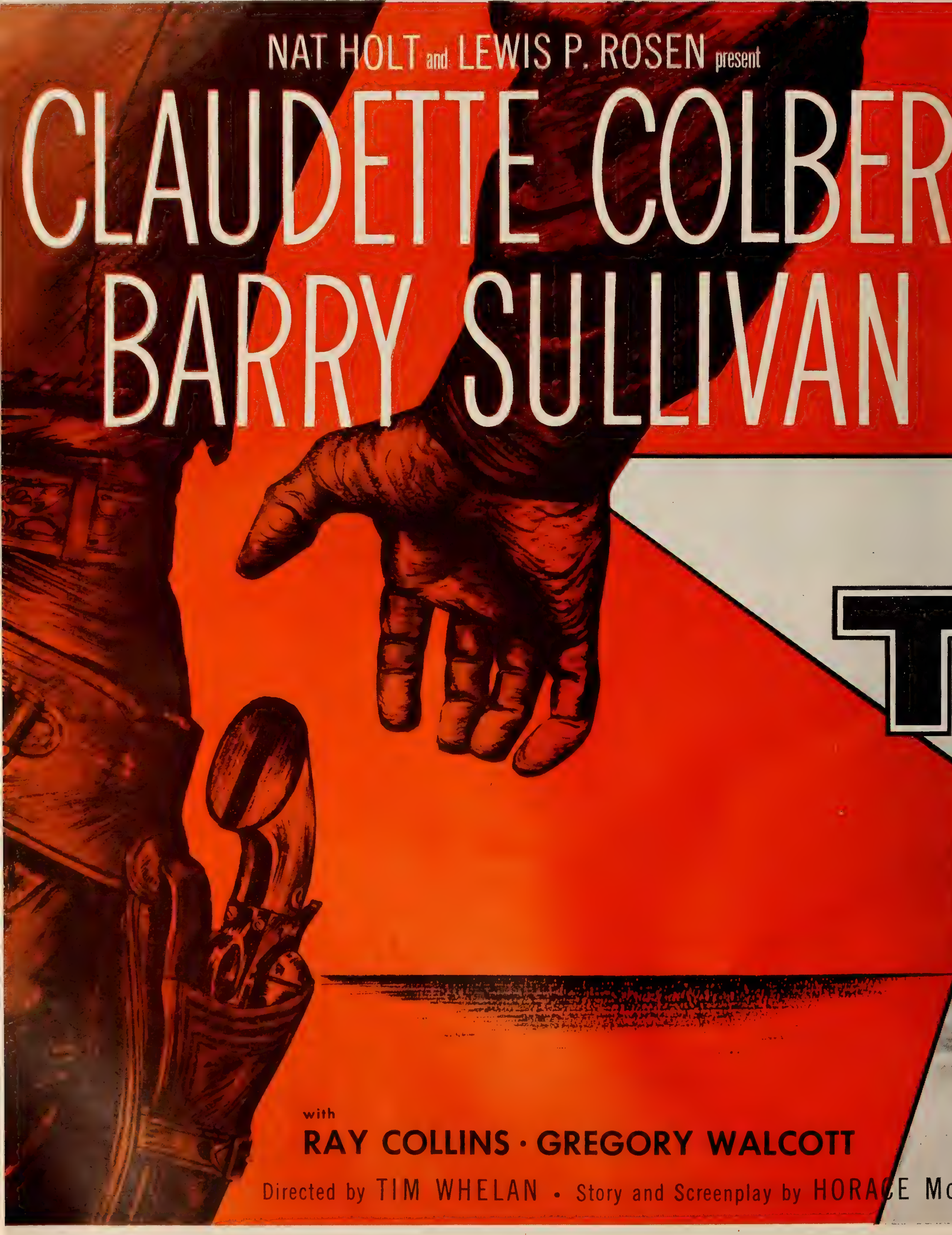
Judge Yankwich Sees No 'Duty' to Supply TV

From THE DAILY Bureau

LOS ANGELES, Dec. 5. — Key language in Judge Leon Yankwich ruling on TV in his dismissal of the 16mm. anti-trust suit reads in part:

"The government has characterized the entire policy of producers as to 16mm. distribution as a 'boycott' against certain types of exhibition. I cannot agree, nor can I agree with the Government's contention that it is the duty of producers to supply TV with entertainment material which it needs. It is not the function of a private industry to supply its product to a newly-arisen customer who is also a competitor and jeopardize its interest in the continued existence of its old customers for whom the standard product is primarily made."

THE PULSE BEAT OF A GREA



NAT HOLT and LEWIS P. ROSEN present

CLAUDETTE COLBERT
BARRY SULLIVAN

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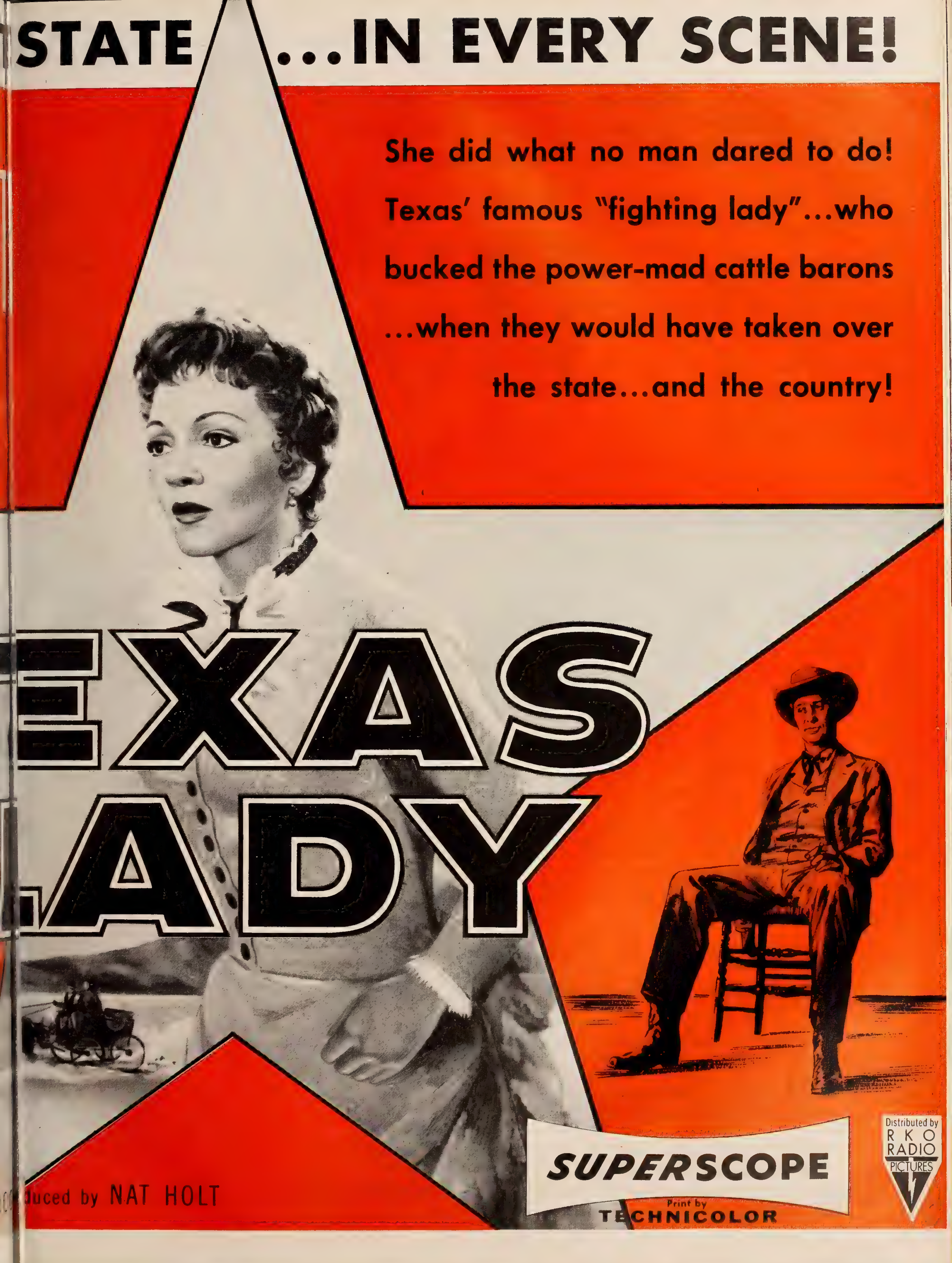
with

RAY COLLINS · GREGORY WALCOTT

Directed by TIM WHELAN • Story and Screenplay by HORACE McCO



STATE ...IN EVERY SCENE!

She did what no man dared to do! Texas' famous "fighting lady"...who bucked the power-mad cattle barons ...when they would have taken over the state...and the country!

EXAS
ADY

duced by NAT HOLT

SUPERSCOPE

Print by TECHNICOLOR

Distributed by RKO RADIO PICTURES

Comments

(*Continued from page* 1)

he said that he was withholding further comment until he had read the decision, adding that he would make an analysis of the ruling for the TOA membership, which will be made public on Friday, he added.

Harry Brandt, president of Independent Theatre Owners Association, upon learning of the industry's victory, declared that "justice will be done."

Mitchell Wolfson, chairman of TOA's finance committee, said, "naturally, we are delighted," adding that he was speaking for himself and exhibition in general. He, too, wanted to read the decision before commenting more fully.

William Brandt and Martin Levine of the William Brandt Theatre circuit said that the "decision is great for the industry. It's terrific."

From Hollywood, Robert Coyne, special counsel to the Council of Motion Picture Organizations, told MOTION PICTURE DAILY, "Judge Yankwich's decision was arrived at in a very logical manner, and is a most constructive conclusion. It was a fine, business-like decision."

COMPO had been named a co-conspirator in the suit.

'Moon' Case

(*Continued from page* 1)

Kansas Attorney General Harold R. Fatzer said it wasn't clear whether the high court was saying that all prior censorship is unconstitutional, that the standards in the Kansas case were too vague, or that there wasn't sufficient judicial review under the Kansas censorship law. He asked the court to hear argument on the case and then issue an opinion clearly giving its reasons for whatever decision it made.

The Justices, however, refused to do this, and announced today they would stand on the earlier statement.

Acquires Wis. House

MILWAUKEE, Dec. 5. — Standard Theatres Management Co. here, has acquired the Walworth Theatre at Walworth, Wis. The present manager, Tom Finin, will remain there.

Push Film Festival in N.Y. in '56

Wolfson Suggests Commercial Short to Finance Arbitration

By MURRAY HOROWITZ

The exhibition of a "semi-commercial" short subject in the nation's theatres was called the "most realistic" way to raise money to finance the projected arbitration system by Mitchell Wolfson, chairman of the finance committee of Theatre Owners of America.

Mitchell Wolfson

Wolfson, who also was a member of the TOA team which worked on the arbitration draft, said the "semi-commercial" short would be sponsored by a large industrial organization such as General Motors, Chrysler or General Mills. He said the production, distribution and screening of such a short would be used for raising exhibition's contribution to finance the proposed arbitration system.

Wolfson said he assumed the next step on the arbitration draft would be to submit it to the Department of Justice and the court. He said he did not know when this would be done.

Considering Several Plans

In regard to financing of the system, a problem left open in the completed draft, Wolfson said a number of proposals have been discussed. For exhibition, however, he called the production and distribution of a sponsored "semi-commercial" film "most realistic." Distribution, which is supposed to match the monies of exhibition, may also raise some of its arbitration funds that way, Wolfson added.

Turning to other problems, he said TOA is seeking to stage a film festival in conjunction with its 1956 convention in New York. He stressed the importance such a festival would have in inducing more talk and publicity about motion pictures.

Wolfson reported that a TOA committee, composed of Walter Reade, Jr., Samuel Rosen and Myron Blank is working with the New York convention bureau on the film festival.

Says TV Films Face 'Diminishing Market'

The sale of old feature films to television now faces a "diminishing market," according to Mitchell Wolfson, owner of the Miami TV station, WTVJ, affiliated with the Columbia Broadcasting System.

Wolfson, who also is president of Wometco Theatres, attributed the "diminishing market" to the increase in network programming. He went on to say that his experience with WTVJ is not unique, maintaining that all network affiliated TV stations also have less of a need for old feature films.

In cities with more than three televisions stations, Wolfson still saw a strong demand for old features. But such cities, he stated, are in the minority, estimating that of what is considered the 100 top markets in the U. S., less than 25 per cent have three or more stations.

In response to a question, Wolfson acknowledged that the price of old feature films to TV stations has gone up, but he attributed the price boost, not to the increase in demand, but to the increase in the number of sets, which, in turn, boosts the costs to advertisers and allows the film seller to demand a higher price.

Besides the greater number of programs supplied by the network, Wolfson listed the entry of the major studios into TV as another factor in crowding out old feature films on TV.

You get MORE for Your MONEY with the
Raytone HILUX JR. Screen!

The HILUX JR. is Raytone's new economy-priced, high quality screen for all-purpose projection. It is a heavyweight, seamless metallic surface with fully improved sidelighting at the lowest price ever.
See your regular dealer NOW for prompt delivery.

RAYTONE Screen Corp. 165 Clermont Ave., Brooklyn 5, N. Y.
MIDWEST: Raytone Screen Corp., 401 West St. Charles Rd., Lombard, Ill.

16mm. Case

(*Continued from page* 9)

and through its own instrumentalities, the restrictions imposed on the exhibition of 16mm. films.

"The court finds that the factors which governed each of the defendant-producers in the establishment of the restrictions and the measures taken to insure their observance by their customers were of the type which reasonable persons similarly situated would take into consideration in making such determination.

Reasonable Grounds

"The court finds that the policy of the defendant-producers as to the exhibition of 16mm. films in its various phases was the result of meeting on business, economic and other reasonable grounds, similar problems, and that the policy in all its phases was independently arrived at, and was, on the whole, reasonable and did not result in any unreasonable restraint of trade and commerce in 16mm. films."

In his 91-page opinion Judge Yankwich brought his finding to focus in this passage:

"The object of the Sherman Anti-Trust Act was stated in one of the older cases to be to preserve the right of freedom to trade. Later cases have stressed this object. However, the Sherman Act condemns only 'unreasonable' restraints.

'Restraint' Clarified

"The cases recognized that if actions spring from business requirements or consumer demands they will be upheld although they may result in restraint. These criteria apply with greater force to business of the character here involved. Motion pictures cannot be marketed like other products. The system of clearances whereby protection is granted to exhibitors against competition by restricting the area and period under which motion pictures may be exhibited by subsequent exhibitors is legitimate."

Los Angeles afternoon newspapers gave the Yankwich decision a big play in the evening editions, centering headline attention principally on the television aspect.

To Fete Lowell Thomas

S. H. Fabian and Sam Rosen of Stanley Warner Corp. will be hosts at a reception for Lowell Thomas at the Rockefeller Center Luncheon Club next Monday afternoon celebrating the completion of his new Cinerama film, "Seven Wonders of the World." The picture will follow "Cinerama Holiday" into theatres some time next year.

Open New Rank House

HULL, England, Dec. 5.—The new $750,000 Cecil Theatre, built to replace the old Cecil which was destroyed during the war, was opened here yesterday by John Davis, managing director of the J. Arthur Rank Organisation.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

THE Radiant Manufacturing Corporation, Chicago, has announced a new projection screen called the "Peripheral Vision" Superama. Made especially for wide-screen use, it was thoroughly field-tested in theatres in all parts of the country for three months, according to A. Wertheimer, executive vice-president of Radiant. The new screen was officially placed on the market last month.

•

Self-sticking paper to be used in dressing up the theatre for the Christmas holiday has been announced by Saul Menick-David Sadel, Associates, Inc., Washington, D. C. Tradenamed "Goodstix," the transparent paper features holly design decorations. It is supplied in continuous rolls and may be used in theatre lobbies, display panels, glass doors and the box-office, it is pointed out.

•

Six hot drinks—including coffee, tea, hot chocolate, Sanka and soups—may be sold from a new automatic drink dispenser marketed by Barvend, Inc., San Marcos, Calif. Called the "Barvend 6-D," the unit is operated by dropping a coin and turning a dial. It is said to require less space than a legal-sized filing cabinet.

•

Literature describing its line of emergency lighting equipment has been issued by the Electric Cord Company, New York. The units are tradenamed "Chargomatic" and contain no manually operated switches or timers, thus insuring fast charging, it is stated.

•

New carpeting installed in the Kimo theatre in Albuquerque, N. M., is a "Thunderbird" design of James Lees and Sons Company, Bridgeport, Pa. The design was inspired by Aztec decorations on an Indian totem pole. The carpet is a "Keystone" all-wool quality.

Wagner 'Honorary Manager' of Astor

Mayor Robert F. Wagner of New York has accepted the post of "Honorary Manager of the Astor Theatre," a position which he will fill during the world premiere of Hal Wallis' production for Paramount of Tennessee Williams' "The Rose Tattoo," to be held at the theatre next Monday evening.

Optimism the Theme Of Universal's Sales Executive Conclave

From THE DAILY Bureau

HOLLYWOOD, Dec. 5.—Universal's sales executive conference opened this morning on a strong note of optimism as the sales chiefs were welcomed by Milton R. Rackmil, president; N. J. Blumberg, chairman of the board, and Alfred E. Daff, executive vice-president.

Alfred E. Daff

Declaring that "we are still growing up," Daff said that the "record-breaking march of ours during these past five years" would never stop as long as the company's thinking and efforts were directed along the line "that we still have a long way to go."

Daff pointed out that Universal's production and sales policies were flexible—"flexible enough to seize opportunities as they present themselves and courageous enough to plan into the future with the firm conviction that the driving forces behind all our efforts is progress." Citing future releases such as "The Benny Goodman Story" and "Away All Boats," Daff said he felt confident that 1956 would be Universal's biggest year. He added that the company now was in a position to purchase the best literary properties, cast them with top names and use the best of directors and technicians.

Blumberg, in citing the technical advances, said that the real box office potential of a picture lies inherently in its story plus its star and production values.

Eady Fund Comment Incorrect: Kastner

Comments attributed to Lacy W. Kastner, president of Columbia Pictures International, relative to the Eady Fund utilization by U. S. producers require correction since they are susceptible to serious misunderstanding, according to a statement released yesterday by Kastner.

The Columbia executive said that "I did not say, nor could I have said, that the British parliament would 'eventually have to consider' a feeling by British producers that would curtail the release of Eady funds to American producers in England. What the British Parliament discusses is far beyond my power to predict."

Kastner also pointed out that the other point which could be misunderstood was to the effect "that I attributed this 'feeling' by British producers to the poor reception which British product is receiving in this country. I did not say this, and I have never been of this opinion."

Soft Drink Company In Gt-RKO Deal

Matthew Fox was reported yesterday to be representing C & C Super Corp., soft drink company, in the negotiations for the acquisition of some 750 RKO Radio pictures for television. Deal is said to involve $12,000,000. General Teleradio, Inc., which controls the pictures through its purchase of RKO Radio, if the deal is consummated, will invest the money in new production, it was reported.

Thomas O'Neil, General Teleradio president, has revealed that "within 10 days or two weeks a deal will be completed. We are not in complete agreement yet, although essentially we are. Some things still have to be resolved."

C & C Super, of which Fox is a director and stockholder, acquired 600 films when it purchased Western Television Corp. These pictures were then sold to Guild Films.

The matter of union and guild clearance on some of the RKO pictures is one of the items yet to be ironed out.

Fox could not be reached for comment yesterday.

Elect David Schultz Du Mont President

David T. Schultz, a pioneer executive in the electronics industry, has been elected president and director of Allen B. Du Mont Laboratories, Inc., it was announced by Dr. Allen B. Du Mont, chairman of the board and retiring president.

Schultz, who is currently senior vice-president and treasurer of the Raytheon Manufacturing Co., will succeed Dr. Du Mont on Jan. 3 as president of the firm.

The new president has been a vice-president, treasurer and director of Raytheon for more than 25 years.

Jas. Englander Dies; With MGM 31 Years

James Englander, a member of Metro-Goldwyn-Mayer's advertising department here for the past 31 years, died early yesterday morning at Lenox Hill Hospital which he entered on Friday. He was 63 years old.

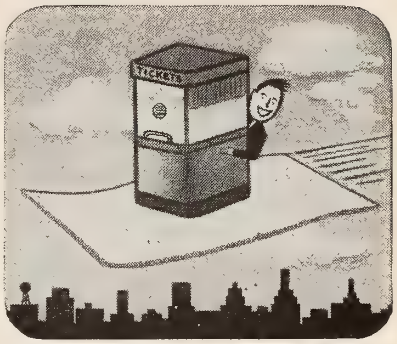
Born in New York City, his first newspaper job was with the Newark "News" as a reporter in 1914. He joined M-G-M in 1924 as an advertising copy writer and remained on the job until his death.

Funeral services will be held today at Riverside Memorial Chapel at 2:30 P. M.

Set 'Song' Luncheons

Over 140 exhibitors in the New England territory will attend luncheon meetings in Boston and New Haven, commencing tomorrow, which will be sponsored by Buena Vista, which is launching the re-release of Walt Disney's "Song of the South."

EXHIBITOR'S CORNER



Q. ***HOW CAN YOUR FLOORS HELP HOLD UP BOX-OFFICE?***

A. ***RCA Custom-Loomed Theatre Carpet*** goes a long way to give your house the handsome appearance that's a steady attraction for more patrons. RCA has patterns and designs ranging all the way from classic simplicity to bold modern. And scores of colors . . . all attractive enough to form the basis for your whole decorating scheme. There are solids, too . . . plain and tone-on-tone for varied effects. Or, you can specify your own individual pattern, woven to order. For RCA, Thomas L. Leedom Company looms these carpets to stand up under years of wear, years of cleaning. Highest quality colorfast woolens are backed by long-fibre jute and cotton.

Q. ***WHO has samples of RCA Custom-Loomed Theatre Carpet?***

A. ***Your local independent RCA Theatre Supply Dealer*** can show you how beautiful these carpets look and how durably they're made. Talk to your dealer now for facts and figures on RCA Custom-Loomed Carpet for your house.

RCA®

RADIO CORPORATION of AMERICA
THEATRE EQUIPMENT
CAMDEN, N. J.

Hoover Says Films Can Stimulate or Combat Delinquency

From THE DAILY Bureau

WASHINGTON, Dec. 5.—FBI director J. Edgar Hoover believes that films prepared under proper standards can do much to combat crime and juvenile delinquency, but that the wrong kind of films can do much to stimulate them.

Hoover's views were contained in an article prepared for and released by the North American Newspaper Alliance.

Dislikes Gunplay

Noting the rise in crime and juvenile delinquency, Hoover asked whether motion pictures and TV programs "featuring excessive gunplay and other forms of violence" were to blame. "Children are very much like blotters," he observed. "They absorb information, ideas and attitudes like sponges."

"I believe," he wrote, "that properly and intelligently prepared motion pictures or television programs, emphasizing that crime is evil and brings misery, despair and death, can serve an educational purpose. Such presentations conform to rigid standards of good taste, authenticity, and the portrayal of lawlessness in its proper light. There is, of course, a sharp distinction between this type of program and one which portrays fantastic acts of violence, brutality, torture and lawlessness.

Cites Five Faults

"Any program that tends to glorify violence for the sake of violence, emphasizes that crime pays, glamorizes the life of a criminal, ridicules decency and honesty, or assumes that graft and corruption are to be expected, is going to register on our youth in some manner."

Hoover admitted that the impact would vary from child to child, and also that parents had responsibilities for controlling their children's viewing habits.

Reelect Bulpitt Head Of Houston Group

Special to THE DAILY

HOUSTON, Dec. 5.—Lowell Bulpitt was reelected president and Jimmy Harris secretary-treasurer of the Houston Independent Theatre Association at the monthly meeting in Frontier Inn. Mrs. Ruby Gibson, in accordance with a provision in the new constitution and by-laws providing for this office, was named vice-president. She is owner of the Navaway Theatre.

Bulpitt is manager of the Boulevard and Harris of the Hempstead Drive-in. Committee chairmen will be appointed at a meeting to be called shortly. Committee heads and elected officers will constitute the board of directors.

REVIEW:

Kismet

Metro-Goldwyn-Mayer—CinemaScope

WEBSTER'S DICTIONARY DEFINES the word "kismet" as meaning destiny, fate; and so it is no big surprise that M-G-M, after seeing that the Broadway musical version of "Kismet" attained such success and long run, decided that a legitimate hit was destined to be a major screen attraction. Metro has turned out an eye-catching, lavish and exotic version of the Main Stem musical in CinemaScope and Eastman color. The company, in 1944, put the resources of its studios to work in turning out a flowery version of the fantasy about old Bagdad.

Like the legitimate venture, M-G-M's wide-screen production, which has Howard Keel, Ann Blyth, Delores Gray and Vic Damone as the principal marquee names, has plenty of good entertainment values. The picture has humor, romance, sprightly and lilting music, including the famed "Stranger in Paradise" and "Baubles, Bangles and Beads," plus top-notch production numbers, in which three little dancers, who portray Oriental princesses, captivate the audience and steal the thunder from the principals. The dialogue, which has its ups and downs in holding a viewer's interest, has the slack taken up by the production numbers and songs. The dances, which aren't numerous, always fit into the text and they never fail to be lively and imaginative.

While it can hardly be said that things swing along at a dynamic pace continuously, they are managed with enough skill to make them vivid and entirely believable in creating the atmosphere of the market places and palaces of old Bagdad.

The lengthy attraction shows Keel and his daughter, Miss Blyth, having aspirations to better themselves, and as they wheel about the Bagdad marketplace seeking food, Keel is kidnapped by a desert brigand. After much talking, Keel manages to gain his freedom and some wealth. In the meantime, Miss Blyth meets the Caliph, portrayed by Damone, who roams the city in disguise. The youngsters fall in love, much to the chagrin of Sebastin Cabot, the Wazir, who has higher ambitions also, besides a wife who is bored, Miss Gray. In short order, Keel meets up with the Wazir and his wife, who believe him to have "magical" powers, and he is commissioned to break up the romance between Damone and the Caliph's bride-to-be, unaware that Damone is in love with his daughter. Keel finally learns the true situation and all ends well because that is "kismet."

Besides the vast amount of feminine pulchritude, others in the cast are Monty Woolley, Jay C. Flippen, Mike Mazurki, Jack Elam, Ted de Corsia, Julie Robinson and the three dancers, Reiko Sato, Patricia Dunn and Wonci Lui. This film was produced by Arthur Freed and directed by Vincente Minnelli from a screenplay by Charles Lederer and Luther Davis. The music was supervised and conducted by Andre Previn and Jeff Alexander.

Running time, 113 minutes. General classification. For release in December.

LESTER DINOFF

$1,500 to Hospital From UA Benefit

The Will Rogers Memorial Hospital will receive $1,500 from the recent benefit showings of three United Artists releases in Singapore, it was announced by Arnold M. Picker, UA vice president in charge of foreign distribution.

The international benefit, arranged through the cooperation of United Artists, the Shaw Brothers exhibition organization and the Singapore government, was a tribute to Tony Chok, UA manager in Singapore, who had been a patient at the Saranac institution for nine months and was completely cured.

Theatres to Fight D.C. Tax Proposal

WASHINGTON, Dec. 5.—The Metropolitan Washington Theatre Owners Association will fight the proposal of the District of Columbia Commissioners for a two per cent District admissions tax, president A. Julian Brylawski declared.

He said he expected to testify before the proper Congressional committees in opposition to the plan, stressing the harmful effects it would have on theatre business. The two per cent admission tax was proposed by the Commissioners Friday as part of a nine-point package to raise needed revenue for Washington.

New Detroit Paper Results from Strike May Be Permanent

Special to THE DAILY

DETROIT, Dec. 5.—Detroit thea owners have a new problem wh may become permanent, as a result the strike which has shut down three daily newspapers here.

Conceived and executed in l than 24 hours, there has appeared Detroit streets a new professio daily newspaper. "The Detroit porter" draws on voluntary service members of the Newspaper Guild Detroit and is financed by the Alli Printing Trades Council.

While statement of purpose c clares those concerned are proud their respective papers and are an ious to get back to "familiar routine it closes with this significant par graph:

Starting 'Modestly'

"We're starting out modestly, b we're taking ads and will grow pe haps beyond the public's and o wildest expectation."

Elsewhere, it is warned the stri may last at least 13 weeks, givi these reasons: The publishers have weeks' strike insurance, excess pro situation could make for tax saving and it is deduced the publishers hav chosen this time to stand firm again new contract demands.

Another significant statement is th the "Reporter," "whether four or 5 pages, would be open to all adve tisers."

Now, if a labor daily newspap can be created, literally over-nigh obtain immediate circulation, it is be ing asked here what are its prospect in a strong union city such as Detroi especially if given a clear field fo three months?

Half Million Daily from Others

Each of the regular Detroit paper run roughly 500,000 copies daily higher Sunday. Continuously upped Detroit theatre owners are now paying approximately $3 per combined line for display advertising, not to mention directory advertising. A fourth newspaper could add an additional $1 per line.

Under present conditions first-run newspaper advertising campaigns seldom dip under $3,000 pre-opening and first week, and have been known to run to $15,000.

If the new-born venture succeeds, and unless it can affect the rate structure of the other papers, this could mean a hike of $50,000 or more annually in operating costs to each of the down-town first-run houses, exhibitors say.

'Sea' to Baronet

"Naked Sea," Allen H. Miner's feature-length documentary in color of the American tuna clipper fleets, is scheduled to have its New York premiere at the Baronet Theatre on Dec. 20.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 108 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 7, 1955 TEN CENTS

Reply to Phillips

Para. Policies Challenged by Allied's Myers

Warns Selling System Will Lead to Monopoly

From THE DAILY Bureau

WASHINGTON, Dec. 6.—The case of Paramount vs. Allied States Association and Allied vs. Paramount over the question of the distributor's "merchandising engagements" advanced today when Abram F. Myers, Allied general counsel, released a letter, dated Dec. 1, written by him to Louis Phillips, Paramount general counsel. The letter was an answer to a letter from Phillips who, in turn, was replying

Abram F. Myers

(*Continued on page* 5)

Aim at RKO Product Flow

From THE DAILY Bureau

HOLLYWOOD, Dec. 6.—The first objective of RKO Radio Pictures studios here is to build up an adequate supply of theatrical features so its sales force can operate at peak efficiency, William Dozier, newly-elected vice-president in charge of

(*Continued on page* 6)

Memphis to Review Censorship System

Special to THE DAILY

MEMPHIS, Dec. 6. — The entire Memphis censorship system will be up for review between now and Jan. 2, Mayor-elect Edmund Orgill said here today.

Those who should serve on the board of censors and the duties of

(*Continued on page* 5)

Files Protest Of Loew Bid For Drive-in

By MURRAY HOROWITZ

The Federal District Court reserved decision here yesterday on the motion to intervene against Loew's Theatres' bid to erect a New Jersey drive-in theatre in Raritan.

The intervention motion was filed on behalf of Wilbur Snaper, who operates the nearby Strand in Keyport, and marks the first such hearing since Allied States' criticism of the Justice Department that an Allied member has made a court appearance to block expansion of a divorced circuit.

Opposing Snaper's motion to intervene were the Department of Justice and Loew's Theatres, which is seeking the court permission as required by the consent decree.

Judge Sugarman, in reserving decision, set next Monday as the hearing date on the Loew's application. At the same time, he directed Loew's

(*Continued on page* 7)

Krim Issues 'Progress Report'

$65,000,000 Gross Seen for UA in '56

Estimates Company Will Have a Global Income of $55,000,000 in Current Year

By LESTER DINOFF

Based on a strong line-up of forthcoming "blockbusters," all of which it is claimed will be high grossing films, United Artists' top management predicts that the world-wide gross for the company in 1956 should be $65,000,000, it was stated here yesterday by UA president Arthur B. Krim, who also disclosed that the distribution organization will have a worldwide gross of $55,000,000 by the close of 1955.

Arthur B. Krim

Speaking at a "year-end progress report," Krim disclosed that the 1955 UA gross from the U. S. and Canada is $32,500,000, $21,500,000 from the

(*Continued on page* 7)

MPA Upholds PCA On 'Golden Arm'

The decision of the Production Code Administration in withholding Code approval of "The Man With the Golden Arm" was upheld by the board of directors of the Motion Picture Association of America here yesterday.

The board, consisting of film com-

(*Continued on page* 5)

AUDIENCE AWARDS WINNERS

Winners in the five categories of the first Audience Awards poll of the Council of Motion Picture Organizations, as announced last night at ceremonies in the Beverly Hilton Hotel, Hollywood.

BEST PICTURE

"Mister Roberts" (Warner Brothers)

BEST PERFORMANCE—ACTOR

James Dean—"East of Eden"

BEST PERFORMANCE—ACTRESS

Jennifer Jones—"Love is a Many-Splendored Thing"

MOST PROMISING MALE PERSONALITY

Tab Hunter—"Battle Cry" and "The Track of the Cat"

MOST PROMISING FEMALE PERSONALITY

Peggy Lee—"Pete Kelly's Blues"

Revise RKO Sales Setup

A revision of RKO's executive sales set-up to make for greater concentration in sales and distribution was announced yesterday by Walter Branson, vice-president in charge of distribution. "This new alignment of our home office echelon will create closer co-ordination with our sales staff in

(*Continued on page* 6)

Hail Poll Winners at Hollywood Banquet

By WILLIAM R. WEAVER

HOLLYWOOD, Dec. 6. — A day-long rain failed to dampen trade and professional interest in the first Audience Awards poll of the Council of Motion Picture Organizations, which came to a colorful close tonight when

(*Continued on page* 5)

PERSONAL MENTION

RUDOLF GOLDSCHMIDT, Republic International special representative in Germany, will return to Frankfurt tomorrow by plane from New York.

•

Percy Allen, of United Artists' accounting department, became a grandfather this week when his daughter, **Mrs. Florence Mangold**, gave birth here to a daughter.

•

Max Weinberg, producer and writer of United Artists trailers, is the father of a girl born here to **Mrs. Weinberg** at Mt. Sinai Hospital.

•

Leonard Hirsch, home office assistant to **Rudy Berger**, M-G-M Southern sales manager, is in Jacksonville from New York.

•

Ed Stevens, president of Stevens Pictures, Atlanta, has returned there following a tour of company exchanges.

•

Mike Simons, M-G-M customer relations director, has returned to New York from Montreal.

•

Stuart Gilmore, Paramount film editor, has left New York by plane for Rome.

•

William Richardson, president of Astor Theatres, Atlanta, has returned there from Tennessee.

•

Betty Karan, of the United Artists publicity department, has become engaged to **Harry Honig** of New York.

•

James V. Frew, Universal Pictures district manager in Atlanta, has returned there from New York.

•

George Seaton, producer-director, will return to Hollywood tomorrow from New York.

•

Sonja Henie has arrived in New York from London via B.O.A.C. Monarch.

20th-Fox to Hold S.D. 55mm. Showing

Twentieth Century-Fox will hold a demonstration of its 55mm. CinemaScope process at the Huron Theatre, Huron, S. D., today for an invited audience of exhibitors and press representatives, the film company announced here yesterday.

Host at the special showing will be M. A. Levy, 20th-Fox Midwest division manager, and Fred J. Leslie, of the company's research organization.

At Studio Sales Convention

Top Literary Properties Listed on 'U' 1956 Lineup, Muhl Announces

From THE DAILY Bureau

HOLLYWOOD, Dec. 6.—Pre-sold stories, outstanding literary and dramatic properties which reportedly already have been responsively received by the public, will continue to play an important role in the production program planned by Universal-International for 1956, Edward Muhl, vice-president in charge of production, declared today at the company's sales executive conference now in progress at the studio.

Speaking to the visiting sales executives, Muhl pointed out that 22 best-selling books, national magazine stories and hit stage productions have been acquired by U-I and will be cast with big-name stars from the studio's own contract roster as well as outside personalities.

Still Stressing 'Originals'

"In addition to these pre-sold stories we still continue, as in the past, to develop original story ideas which we feel are particularly suitable for the screen," Muhl stated. "Figuring importantly in this category at our studio have been biographies inspired by interesting men."

Of the feature-schedule, Muhl said the majority of them will be filmed in color, with some also being shot in either CinemaScope or VistaVision when studio executives feel the use of these processes will enhance the values of a story or background.

One of the most important best-selling novels that U-I will bring to the screen during 1956 will be Al Morgan's "The Great Man," for which Jose Ferrer recently was signed as both star and director, Muhl said. Another important literary acquisition of next year's schedule is "A Time to Love and a Time to Die," best-selling novel with a World War II background, by Erich Maria Remarque.

Other top novels and national magazine stories now in preparation include "The Night Runner," Owen Cameron's Cosmopolitan Magazine story; "Maracaibo," by Stirling Silliphant; "Mammy Out of Time," by Cid Ricketts Sumner; "Miss Pettigrew Lives For A Day," by Winifred Watson; "And No One Answered," McCall's Magazine novelette by Ann Head; "The White King," by Samuel B. Harrison; "New Heaven, New Earth," by Arthemise Goertz; "The Shrinking Man," by Richard Matheson, to be published by Gold Medal; "Dead Man Pass," Saturday Evening Post serial by Peter Dawson; "Plans Of The Mohawk," by James Oliver Curwood; "Rim of the Caprock," by Noel M. Loomis; "Mississippi Landing," by Ben Lucien Burman; "The Galileans," by Frank G. Slaugher; "Dolly Hessian," by MacKinlay Kantor.

Three from Broadway

Productions from the Broadway boards include the recently-purchased "Emperor Jones," by the late Eugene O'Neill; "Song of Norway," adapted from the operetta, and "Teach Me How to Cry," by Patricia Joudry. These are in addition to two of U-I's most important 1956 releases which have now entered the completion stage—"Away All Boats" and "Never Say Goodbye."

Name 6 Directors as TV Award Nominees

HOLLYWOOD, Dec. 6.—Robert Florey, Roy Kellino, James Neilson, Ted Post, William Seiter and Don Weis have been nominated by the Screen Directors Guild for the third annual television film directorial achievement award of the Screen Directors Guild, it was disclosed today by George Sidney, guild president.

Each candidate will be permitted to name one of his own works to be considered. Awards will be made on Jan. 29.

Sheinberg Speaker

Monroe Sheinberg, Metropolitan New York director of the Anti-Defamation League, was the principal speaker at the Cinema Lodge, B'nai B'rith membership luncheon meeting at Toots Shor's Restaurant here yesterday.

ABC-TV to Conclude Rank Deal Shortly

Negotiations will be concluded shortly whereby the television film network of the American Broadcasting Co. will acquire 104 feature films from the J. Arthur Rank Organization's library for $1,500,000, it was reported yesterday.

The product is to be utilized by ABC-TV during its afternoon program schedule and is slated to start on Jan. 16 when the deal is consummated.

Stars to Usher

Marilyn Monroe, Helen Hayes, Joan Crawford and several other top actresses of screen, stage and television will serve as usherettes of the Astor Theatre on Times Square at the gala world premiere there of Paramount's "The Rose Tattoo," next Monday night.

16mm. Suit Verdict Pleases Exhibition; No Network Reaction

Reflecting the attitude of other exhibition leaders, Emanuel Frisch, president of the Metropolitan Motion Picture Theatres Association, yesterday declared that he was "delighted" with the decision which was handed down in the 16mm. suit.

Frisch, who said that he would like to read all of Federal Judge Leon Yankwich's decision, said that "the jurist was cognizant of the economic facts of life in the motion picture industry."

Representatives of three television networks, the National Broadcasting Co., Columbia Broadcasting System and American Broadcasting Co., when asked for comment on the dismissal of the government's 16mm. suit against five major producer-distributors and six co-conspirators, declined comment pending their reading of Judge Yankwich's ruling in full.

'Zanesville Day' for 'Mitchell' Premiere

ZANESVILLE, O., Dec. 6.—Gov. Frank Lausche of Ohio has proclaimed Dec. 14 as "Zanesville Day" for statewide honoring of this Ohio community that has won the world premiere of Warner Bros.' "The Court-Martial of Billy Mitchell," starring Gary Cooper.

Mayor Sherman Johnson of Zanesville has named the same date as "General Billy Mitchell Day." Zanesville was awarded the world premiere of the Warner Bros.' CinemaScope and Technicolor drama because it topped all communities in the country in proportional mail sales of Christmas Seals sponsored by the National Tuberculosis Association.

MacIntyre Hits Road

HOLLYWOOD, Dec. 6. — Herb MacIntyre, RKO Radio Pictures Western division sales manager, left here yesterday for a 10-day trip to San Francisco, Portland and Seattle to set up the premiere for "The Conqueror" and to discuss other product with RKO exchange personnel.

"Showplace of the East"
FOR YOUR SCREENINGS
CINEMASCOPE
- Three Channel interlock projection
- 16, 17½ & 35 mm tape interlock
- 16 mm interlock projection
CUTTING & STORAGE ROOMS
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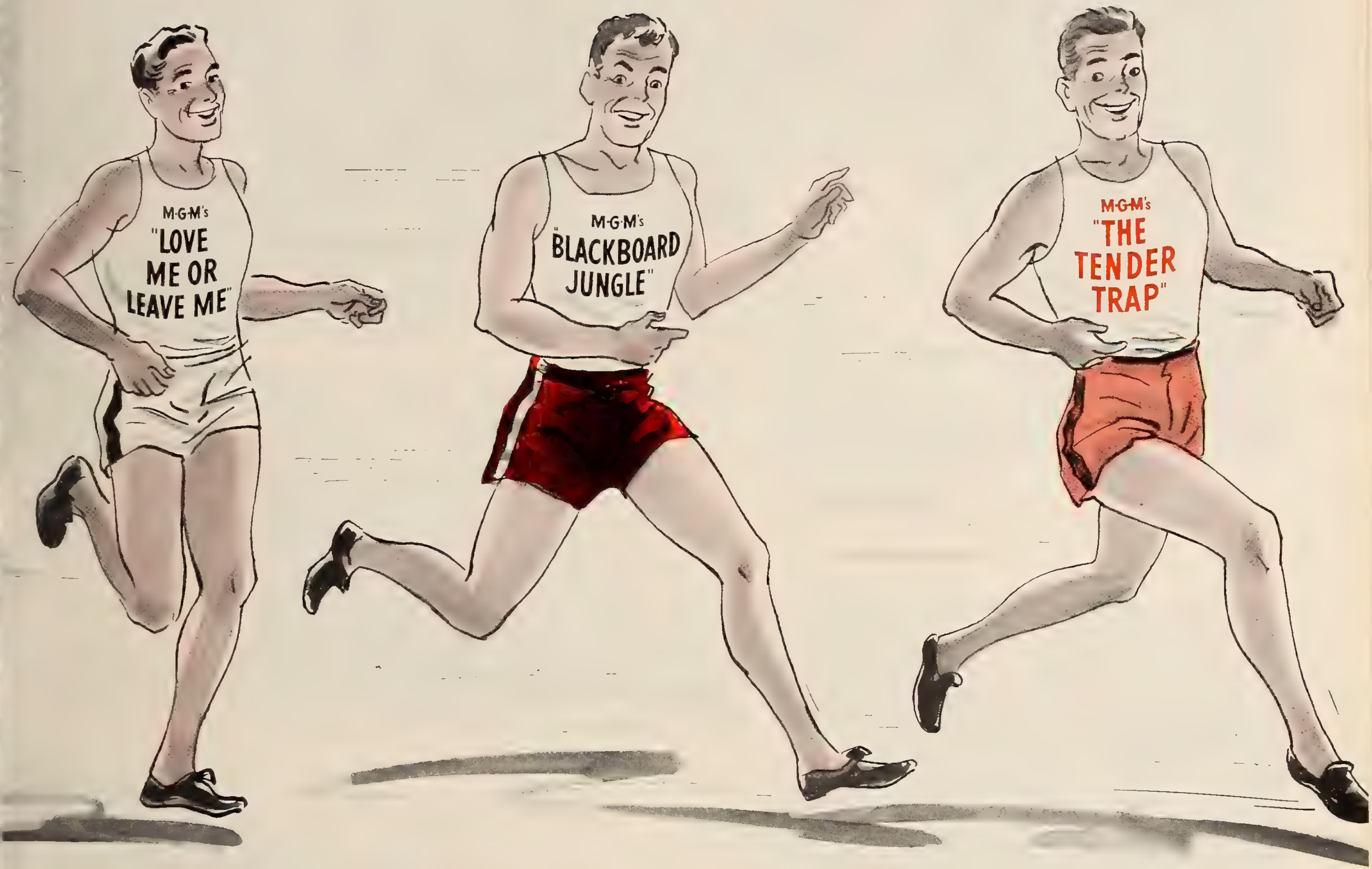
"Look at that
'Tender Trap' fella go!
He's passed me —
and I was a Champ!"

"I didn't think
I could be topped
but that 'Tender Trap'
chap has done it!"

"BOOK ME BOYS
FOR A LONG RUN!"


M·G·M's "LOVE ME OR LEAVE ME"
M·G·M's "BLACKBOARD JUNGLE"
M·G·M's "THE TENDER TRAP"

"THE TENDER TRAP" IS THE INDUSTRY's No. 1 HIT!

Tops in Variety's box-office toppers of the industry. Outgrossing famed "Blackboard Jungle" in Central and Southwest divisions. 118% of the great "Love Me Or Leave Me" business. Extended run engagements terrific because it's the biggest "word-of-mouth" attraction in years! HOLD EXTRA TIME!

★

M-G-M presents in CinemaScope "THE TENDER TRAP" starring Frank Sinatra · Debbie Reynolds David Wayne · Celeste Holm · with Jarma Lewis · Screen Play by Julius Epstein · Based on the Play by Max Shulman and Robert Paul Smith · And presented on the New York stage by Clinton Wilder Photographed in Eastman Color · Directed by Charles Walters · Produced by Lawrence Weingarten

Among Paramount's Releases for 1956

George Gobel surprised by somewhat horrified elders as he innocently plies Mitzi Gaynor with the first emergency stimulant at hand in a scene from "The Birds and the Bees," a VistaVision production in color by Technicolor.

Jeanmaire, Bing Crosby, Mit Gaynor and Donald O'Conn (above) in the musical "An thing Goes," in VistaVision an color by Technicolor.

Jerry Lewis, Eva Gabor an Dean Martin, at left, in a scen from Hal Wallis' "Artists an Models," in VistaVision an color by Technicolor.

Danny Kaye and Robert Middleton, at left, in "The Court Jester," a Dena Enterprise production in VistaVision and Technicolor.

Robert Wagner and Spencer Tracy (right) in Edward Dmytryk's "The Mountain," in VistaVision and Technicolor.

Burt Lancaster struggles with Anna Magnani to separate her from Sandro Giglio in one of many tense scenes from the Hal Wallis production "The Rose Tattoo," in VistaVision. It is the noted Italian actress' first appearance in a Hollywood picture.

Below: Doris Day and James Stewart in Alfred Hitchcock's "The Man Who Knew Too Much," a VistaVision production in color by Technicolor.

Report Awards Vote At 19-20,000,000

From THE DAILY Bureau

HOLLYWOOD, Dec. 6.—The total vote in the Compo Audience Awards Poll was estimated here today at beween 19,000,000 and 20,000,000. No official figure was released, however, due to decisions by both Price, Waerhouse & Co., which tabulated the vote, and to industry officials in charge of its conduct.

The vote, while not up to the advance estimate of 35,000,000, is excellent for a first effort, trade sources here are agreed.

Poll Banquet

(Continued from page 1)

300 members of the exhibition, production and press turned out for the announcement of the winners at banquet ceremonies in the grand ballroom of the Beverly Hilton Hotel.

Announcements of winners, whose identities had been withheld until disclosed on the dais by a Price-Waterhouse auditor, were greeted by resounding applause.

Unity Achieved, Says Rhoden

The national chairman of the Audience Awards committee, Elmer C. Rhoden, who told the audience "the most thrilling phase of the Audience Awards is the unity that it reveals between production, distribution and theatre operation," introduced exhibitors Ralph Russell, Harry Mandel, Wayne Hanson, Robert J. O'Donnell, Robert Selig, and COMPO special counsel Robert Coyne, during his opening address, with which he concluded, "We will find that through the Audience Awards activity a better understanding will develop between production, distribution and exhibition."

Other speakers were Y. Frank Freemen, Don Hartman, Jerry Wald, who was dinner chairman, and Walter Pidgeon, Glenn Ford and George Murphy, master of ceremonies.

Fourteen on the Dais

Seated on the dais were: B. B. Kahane, J. L. Warner, Steve Broidy, Robert Bloomoff, Al Daff, Dore Schary, Jack Baker, Charles Glett, Coyne, Sherrill Corwin, O'Donnell, Ralph Russell, Wayne Hanson, Robert Selig and Harry Mandel.

The awards were presented as follows:

Walt Disney presented the award for the best picture.

Rosalind Russell presented the award for the most promising new male personality.

Alec Guinness presented the award for the most promising new female personality.

Grace Kelly presented the award for the top actor.

William Holden presented the award for top actress.

Eddie Fisher opened the program by singing the National Anthem.

Myers Challenges Policies

(Continued from page 1)

to statements by Myers at the regional convention of Independent Theatre Owners of New England in Winchendon, Mass., in October.

Quotes Weltner Letter

Myers reminded Phillips that in Myers' previous letter to George Weltner, Paramount world-wide sales chief, he had said that since present clearances had endured so long, they may be presumed to be reasonable, "but increases therein resulting from the pre-releasing practice may render them unlawful."

"Putting these legal considerations aside," Myers wrote, "the astounding thing to me, and the disappointing thing to exhibitors, is your abrupt dismissal of complaints on this score on the basis of Paramount's power and rights and in utter disregard of the exhibitors' convenience, interests and welfare."

Referring to Phillips' contention that Paramount was observing the injunctions of the decrees and that merchandising engagements were not violations, Myers wrote: "Since you have raised the issue of fixed runs and clearances, confusing a system that never has been challenged by public authority with the monopolistic system condemned in the Paramount case, let me say that I know of no device better calculated to restore that unlawful system than these merchandising engagements."

Says Management Is Unchanged

Pointing out that the divorced circuits are still under the same management that they were before divestitures, Myers asked if it were not fair to assume that in the vast majority of cases Paramount selects for the merchandising runs the first-run theatres of the former affiliated circuits. Myers said he agreed that there was no doubt about the inherent right of a trader to select his own customers in bona fide transactions and not in restraint of trade. But, he asserted, the film companies said that the provisions requiring them to offer and license pictures "theatre by theatre without discrimination in favor of affiliated theatres, circuit theatres, or others" prevented the free exercise of that right.

Had Approached Distributors

The Allied counsel told Phillips that he had proposed to the distributors that all parties join in seeking to amend the provision by eliminating the words "or others." Myers wrote that "not a single one approved the suggestion or volunteered to cooperate in an effort to secure freedom of choice in selecting their customers except where an independent sought access to a run monopolized by a circuit theatre." Myers then asked: "Are we to assume from Paramount's . . . present determination to select its customers for merchandising runs that the 'theatre by theatre' clause exists, in your estimation, merely as a cloak for enforcing competitive bidding upon independent exhibitors?"

Referring to Phillips' assertion that production costs were higher than they were in pre-war days, Myers stated that theatre operating costs have gone up, too, adding that he could not see how increased costs could justify pre-releasing practices. Phillips had said that Paramount's average negative cost now was $3,000,000 whereas formerly the cost exceeded $1,000,000 in only a few pictures released in a year. Myers pointed out that Paramount had reduced its yearly output and that 20 pictures at $3,000,000 each would cost no more than 60 at $1,000,000 each.

Sees Prices Hiked

"What Paramount is doing," Myers wrote, "is to curtail its output and concentrate on extended runs at high admission prices in the big city first-run theatres."

Answering Phillips' question in regard to government regulation of film rentals and the control bill which Allied had drafted, Myers said he did not think it would be logical to say that if film rentals are regulated, it would follow that the admission prices of a theatre also would be regulated.

Refers to 'Straitjacket'

Referring to Phillips' statement that Paramount would not be put in a "straitjacket," Myers said that Allied had proposed no form of regulation or arbitration which Paramount and other companies do not thrive under in foreign markets. The conditions imposed abroad, including what amounts to compulsory arbitration of film rentals, "have not impoverished Paramount or caused any deterioration in the quality of its product," Myers wrote.

In conclusion, Myers said:

"The great pity is that there should be any necessity for the program which Allied has adopted as a last resort and against which you protest so vehemently. That there is something wrong which the film companies can and should correct, I have no doubt. This conviction is based on the gross disparity between the ever-mounting net earnings of the film companies and the poverty of so many theatre owners, the contrast between the film companies' submission to regulation abroad and their assertions of unlimited power in dealing with American exhibitors, and the evident purpose of the film companies to starve out the independent exhibitors and confine the business to the big city first-run theatres.

Feels 'Extreme Measures' Necessary

"The record will show that Allied has tried by all conceivable means to arrive at a solution of the problems arising out of distributor-exhibitor relations by peaceful negotiation. That Allied has been forced to adopt extreme measures is due to the fact that its reasonable and temperate complaints, as exemplified by my letter to Mr. Weltner, are either ignored, shrugged off, or slapped down."

Oppose British Copyright Changes

From THE DAILY Bureau

LONDON, Dec. 6.—The British Film Producers Association and Kinematograph Renters' Society are preparing a case for submission to the president of the Board of Trade opposing the proposed reduction from 50 to 25 years in the period of copyright protection for cinematograph films.

This provision is contained in the Copyright Bill, which aims to modernise copyright law in Britain now under discussion by Parliament.

Memphis

(Continued from page 1)

the board will be studied. Chairman Lloyd T. Binford has said he will not accept re-appointment. Terms of the other four members of the board also expire on Jan. 1.

Edwin P. Sapinsley, Malco Theatres, Inc., has been asked by Mayor-elect Orgill to arrange a discussion among film distributors and exhibitors to get the industry's side of censorship. Sapinsley said 14 distributors and about 35 theatre owners would meet soon.

Censor Duties May Be Eased

Orgill will then get religious and educational leaders to give their viewpoints. He said it is likely duties of censors would be eased. Films approved by one or more national boards might be accepted without being screened. It might be, he said, that only films which are not already approved would be considered by Memphis censors. Pay of censors may be reduced as their work is reduced, Orgill said.

MPA Upholds PCA

(Continued from page 1)

pany presidents, issued a one-paragraph statement telling of its action following a screening of the picture, attended by members of the board and MPAA president Eric Johnston at the Paramount home office screening room.

To Open Here Dec. 15

United Artists, distributors of the Otto Preminger production dealing with the theme of narcotics, has already declared its intentions to release the picture, with or without a Code Seal. The picture is set to open at the Victoria here on Dec. 15.

An amendment to the Code seeking to allow the treatment of a narcotic theme in a Code-approved motion picture is being prepared for consideration by the MPAA board, it is understood. This amendment will be taken up by the board at a later date, it is reported.

Frank J. McFarland, 76

PORTLAND, Ore., Dec. 6.—Frank J. McFarland, 76, theatre advertising specialist, died here of a heart attack.

RKO Films

(*Continued from page* 1)

production, declared here today.

Speaking at a trade press conference, Dozier said that the RKO Radio sales forces require a minimum of two pictures a month and that there is no expectancy that the company will enter television production before that objective is achieved. He conjectured that this will take a year or longer.

Dozier said the studio will continue to release pictures from outside sources, including package deals and independent productions which RKO will finance wholly or in part.

Questioned concerning his attitude toward the Production Code, Dozier said: "We will be respectful of the Code at all times. We may encourage flexibility, even amending, but, whatever the Code is, we will abide by it and live under it. I have had much experience with PCA director Geoffrey Shurlock, and with Joe Breen, and have always found them more ready to help us to produce pictures than to prevent."

The RKO deal with Matty Fox, expected to yield the company $12,000,000 to be invested in production, reserves to RKO full rights to remake any and all pictures conveyed in the transaction, Dozier said.

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

EDWARD R. MURROW'S "CBSee It Now" next Tuesday is appropriately titled, "Two American Originals," as his guestars will be Anna Mary Robertson, internationally famous "Grandma Moses," and Louis (Satchmo) Armstrong. Shulton, Inc. is the sponsor for this one. . . . One of the country's finest organists with numerous original music scores to his credit, Emil Velazco has been signed to compose the music for the forthcoming Splendora feature production, "Carib Gold," starring Ethel Waters. . . . Veep Jackson Dube of Craftsman Films is quite elated over the fact that its "Greatest Fights of the Century" telefilm series is now seen in 34 markets, latest additions to the list being KEYD-TV, Minneapolis; WNBK, Cleveland, and KMBC-TV, Kansas City, Mo.

☆ ☆ ☆

No sooner had Kate Smith completed her final number on the "Ed CBSullivan Show" Sunday when, with tongue in cheek, she kiddingly asked the host if he'd like to have her back on the show. Immediately after curtain he signed her for five more programs. . . . Back in the thirties, Helen Kane, an unknown singer, was booked into the N. Y. Paramount and emerged as the country's top song stylist. M-G-M Records has just released Helen's new extended play platter, comprising four of her biggest smashes, "Do Something," "That's My Weakness Now," "When I Take My Sugar to Tea," and "When I Get You Alone Tonight." To youngsters today, her "Boop-Boop-a-Doop" is a new sound and deejays are latching on. Couldn't happen to a nicer gal. . . . Howard E. Stark negotiated the sale of WFBG-TV (Altoona, Pa.) to Triangle Publications, Inc. (Phila.) for $3,500,000.

Kate Smith

☆ ☆ ☆

It's heart-warming the way artists are ever-ready to help national and local fund-raising drives. Eddie Fisher, Steve Allen, Rosemary Clooney, Jose Ferrer, Robert Montgomery and Jessica Tandy have just made special recordings for the National Nephrosis Foundation which will be used next March to raise funds for research in childhood nephrosis and allied kidney disorders. . . . Breezy, informative and highly listenable is the way Mike Wallace WABDelivers the news each day from 7:00-7:15 P.M. for Bond Clothes. . . . Broadwayite Lew Lewnosky, who brought many a talented youngster to Dan (Night Mayor of Broadway) Healy, has a two-year old grandson, Kerry Mitchell Protas who can sing at least five choruses of "Davy Crockett." (Are you reading, Archie Bleyer?) . . . After a year and a half as announcer on Norwich Pharmaceutical's "CBSunday News Special," Don Morrow has been renewed. Sponsor will drop this program after Jan. 1 and will switch to the ABC-TVehicle, "Adventures of Ozzie & Harriett" every fourth Friday, with start scheduled for Jan. 6.

Eddie Fisher

☆ ☆ ☆

Bill Adler's two assistants in the WABD press department are ex-Tribune reporters. Larry Eisenberg, formerly with the N. Y. Herald-Tribune and Maggie McDonnell who used to pound out copy for the Chicago Tribune. Incidentally, Adler will marry Gloria Goodman, production assistant on NBC-TV's "Today" series, Feb. 25. . . . MCA-TV will hold a press showing today of a new telefilm, "Seeds of Hate," co-starring Charlton Heston and Steve Cochran, and produced for "General Electric Theatre" by Ronald Reagan. Story deals with "White Man and American Indians." . . . Robert H. Harris, whose homespun philosophy gentleness as "Uncle Jake" in "The Goldbergs" has endeared him to millions of radio fans and TViewers, will produce a new musical-farce comedy on Broadway next season. The book and lyrics of "Be My Ghost," a clever satire on television, was written by Robert Alan Bernstein with music by Warren B. Meyers. . . . Tip to recording execs: Lend an ear to the calypsongs of pert, pretty and personable Pat Mathews every day at the Tete-Tete Restaurant on E. 52nd St.

Sales Setup

(*Continued from page* 1)

the field for the handling of the portant product which RKO announce for release shortly," B son said.

Under the new alignment, RK domestic organization will be divi into two parts, West and East.

H. H. Greenblatt

Nat Levy

West will be headed by Herbert Greenblatt, with the title of west sales manager; the east by Nat Le as eastern sales manager.

Greenblatt and Levy will h complete authority and responsibi for every phase of sales and distril tion in their respective areas, acco ing to Branson, to whom both v be directly responsible.

Harry Gittleson, who assumes new post of domestic executive assi ant, will serve as personal aide Branson and will coordinate all pha of domestic distribution and adm istration.

Poller, Mooney Named Aides

M. G. Poller will be home offi assistant to Greenblatt, while Lev assistant will be Frank Mooney.

The Eastern area includes t Metropolitan district under L Gruenberg, New York; the Easte district, Bob Folliard, Philadelphi East-Central district, Morris Lefk Cleveland; Southeastern district, Da Prince, Atlanta, and Southweste district, Ben Cammack, Dallas.

The western territory will consi of the Midwestern district under Sa Gorelick, Chicago; Rocky Mounta district, Al Kolitz, Denver; Weste district, Herb MacIntyre, Los A geles, and Canadian district, Ja Labow, Toronto.

The foreign sales organizatio continues in its same set-up, wit Sidney Kramer as foreign sales ma ager.

MITCHELL MAY, Jr.
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Protest

(Continued from page 1)

heatres' vice-presidents John Mur- y and Eugene Picker, in addition to orman A. August, of New Rochelle, . Y., identified as a partner with oew's in the venture, to be on hand onday for questioning. In the in- rim, Judge Sugarman said he would le on Snaper's bid to become an tervenor in the action.

Under the prompting of Judge igarman, Snaper's attorney, Mon- e Stein, was asked to detail his bjections to Loew's Theatres' appli- ation to the Justice Department. orthwith, Stein and Justice Depart- ent counsel Maurice Silverman greed to meet and confer in the ternoon.

D. of J. Indicates Approval

The Justice Department indicated did not oppose the Loew's applica- on.

Sugarman made the suggestion of meeting with the Justice Depart- ent, after expressing concern that e Attorney General's office may not e fully apprised of the situation as exists in New Jersey. He did not o into the merits of the cross allega- ons made by Justice attorney Silver- an that the "doors" of the govern- ent "are always open," and the op- osing point of view expressed by naper's attorney that the Justice De- artment "may not" amply state the dependent exhibitors' case. It ap- eared that up to the point of Sugar- an's recommendation, the detailed bjections of Snaper against the ac- uisition had not been placed before e Justice Department.

Snaper's counsel Stein also charged at the Justice Department had not iven ample notice to independent xhibitors, nor had examined the ctor of "time" rather than mileage the drive-in application. Silverman ontended that Loew's bid was ade- uately publicized in the trade press.

Calls August a 'Front'

Snaper's attorney, in outlining his ase, stated that August, identified a partner with Loew's Theatres in s projected New Jersey venture, is son-in-law of a "high" Columbia ictures official. He charged that ugust is a "front," and later further lentified the relative as Nat Cohn, olumbia district manager in New ork.

Answering a challenge by Snaper's attorney whether the Justice Department was aware of August's relationship to distribution, Justice attorney Silverman replied in the affirmative. Silverman added, "We don't have taint by relationship."

To which Judge Sugarman interposed, "At least not here, not in a film writing.

Gillespie Leon's Attorney

Appearing for Loew's was S. Hazard Gillespie, Jr., who strongly opposed the intervention motion. Gillespie, however, joined with the Justice Department in raising no objection to the court hearing of Snaper's opposition to the acquisition, but not as an intervenor, which, as the proceedings indicated, carried a considerably greater amount of legal power.

Both Gillespie and government attorney Silverman cited a number of cases where the status of intervenor was denied in similar anti-trust cases or suits flowing from consent decrees. These citations were challenged by Snaper's attorney.

Myers and Kirsch Attend

Abram F. Myers, Allied general counsel, and Jack Kirsch, Allied Illinois president, were present at the hearing. Also present were Loew's vice-president Picker, and Leopold Friedman, Loew's vice-president and general counsel. James Gravany, operator of a theatre, in Keansburgh, N. J., described as about three miles from Raritan, also was present.

$65,000,000 Gross Seen

(Continued from page 1)

foreign market and the remainder from miscellaneous sales.

The 1955 UA world-wide gross is an increase of more than 300 per cent over the 1951 gross of $18,000,000. In 1952, UA's gross was $28,000,000. In 1953, it was $36,000,000 and in 1954, the worldwide gross was $44,000,000.

Krim, who was backed up at the conference by Robert Benjamin, board chairman, vice-presidents Max E. Youngstein and William J. Heineman; Francis M. Winikus, Roger Lewis, Alfred H. Tamarin and Mort Nathanson, also revealed that during the next eight to 10-month period, UA will have invested more than $40,000,000 in independent productions, many of which will be 100 per cent financed by UA.

Arthur B. Krim, president of United Artists, yesterday declared that his company "is very much behind the effort to establish a global license formula." Arnold M. Picker, UA vice-president in charge of foreign distribution, is "one of the architects," he said.

"We base our prediction for our 1956 gross business on an analysis of our forthcoming product, which will be released at the rate of a minimum of three films per month," the UA president declared. "Our progression represents our higher grossing pictures," Krim said, pointing out that for the first time in UA history, two films will eventually gross $10,000,000 worldwide each. They are "Vera Cruz" and "Not as a Stranger."

Cites '100 Projects'

Krim said that talent in Hollywood, New York and Europe is at work on "100 projects" for UA and "with all of this activity, how could we be anything else but optimistic?" The UA head said that "some of our projects may never see the light of day due to questionable commercial value, but many good things, for us and exhibition, will emerge."

A sure sign of better things to come, Krim said, is the large number of actors and other talent going into independent production. He disclosed that UA had prepared a trade advertisement listing "the greatest star power in motion picture history." The trade ad lists 35 stars and 29 pictures which UA has included in its 1956 program, among them being Stanley Kramer's production of 'The Pride and the Passion," which Krim said, will be UA's 1956 Christmas release.

Looks to Next 5 Years

Krim said that the optimism among UA's top management is not for the company alone, but for the whole industry. "We are financing all of our activity to the limit of capacity and I want it to be known that the top management group here at UA, since our taking over, has not taken any dividends or other benefits," he declared.

"Our way of letting exhibitors know of our progression is by putting their film rentals on good and bad engagement back into film production," Krim asserted. "I hope that the progression in the next five years for UA will be as good as the past five years," he said.

Commenting further on UA production, Krim said that "most films will be 100 per cent financed" and that other investors in the same pictures "fall into the realm of trivia." He said that between four to five productions will be made abroad in 1956, giving them the advantage of authentic locales.

William J. Heineman, United Artists vice-president in charge of distribution, is recuperating from an operation on his left hand which was injured in a recent Montana hunting accident.

He stated that there is a trend today where big talent in television is coming into the film industry as "television is in the incubator stage." He also said, in reply to a question, that UA's relationship with J. Arthur Rank Organization is on a picture-by-picture basis and that the company has no Rank production for release within the future.

5% of Farms Have elevision Sets

elevision Today.. WASHINGTON, Dec. 6.—More than 35 per cent of the nation's rms have television sets, the Census ureau reported.

It said the 1954 census showed at of 4,782,395 farms, 1,699,162 had V sets. The largest percentage was ported in the Middle Atlantic states d other Northern areas; the small- t percentage in the South.

PEOPLE

Henry Klinger, story editor of 20th Century-Fox, will speak at the New School for Social Research here on Friday. Klinger, whose topic is "Writing the Hollywood Story" is guest lecturer in a workshop on radio and film writing

□

Warren Gates, former booker at Warner Brothers in Boston has joined the booking staff at Columbia Pictures, replacing **Jack Finn,** who resigned to enter the Navy.

□

Don McNally, Vermont exhibitor who owns two drive-ins in Derby and Morrisville, has taken over the leases on two conventional theatres, the Auditorium, Orleans, and the Memorial, Barton, both in Vermont.

□

Nathan Yamins, president of Yamins Theatres of Fall River, Mass., and Mrs. Yamins have left for their Palm Beach residence to spend Christmas and the winter.

□

Fred Storey, president of Storey Theatres, has been named treasurer of the Atlanta Chamber of Commerce.

□

Skeet Talley, of Melbourne, Fla., has been appointed manager of the Wales Drive-in at Lake Wales, Fla.

□

Kenneth H. Boehmer has resigned as merchandising and promotion manager of WJBK-TV in Detroit to head the public relations department of the Ralph Sharp advertising agency. He will be succeeded by **William Smith.**

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Story by ALBERT BEICH

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EDITORIAL

Advertising That Cheapens Industry

By Sherwin Kane

A GLARING example of bad taste in theatre advertising, and of reckless disregard for the good name of the industry, as well, appeared in several New York tabloid newspapers yesterday, to the outspoken dismay and disgust of many responsible industry members.

The offending—and offensive—display copy reproduced on the theatre marquee, advertised the opening of an independently made and distributed "dope" film at Brandt's Globe Theatre on Broadway. It depicted a youth administering a hypodermic to a girl, against a background of simulated newspaper headlines such as: "Raid Traps 12; Girls Drugged"; "Reefers for Teeners"; "Narcotics Raid; Teen-Agers Held," and the like, with the concluding come-on, "See It on the Screen as It Actually Happens in Real Life!"

•

Those responsible for such advertising doubtless are among the first to denounce statutory censorship of films. Yet by their action they make enemies for the industry and put the most effective ammunition available in the hands of pro-censorship groups.

Responsible industry elements find it difficult enough to ward off advocates of censorship without components of the industry inciting such groups by means such as this to renewed and more vigorous attacks against the industry.

•

It would be less surprising to find such cheap and obvious appeals to youthful curiosity and the baser instincts of some adults on the side streets of obscure cities than on Broadway, the nation's entertainment capital.

It would be less surprising, too, to find them on a marquee not associated with a name identified with exhibitor leadership. A return to the tactics of the fly-by-night carnival midway may well give the industry's responsible elements pause when it is found linked with such "leadership."

Balaban Speaker

Federation's Dinner Raises Over $250,000

More than $250,000 was pledged last night to the 1955-56 maintenance drive of the Federation of Jewish Philanthropies at a Waldorf-Astoria dinner at which were represented for the first time the four major communications industries—radio, television, advertising and publishing. Barney Balaban, president of Paramount Pictures and a member of Federation's board of trustees, delivered the principal address.

Barney Balaban

The 500 guests at the dinner given

(*Continued on page* 7)

WB's 'Serenade' to Music Hall at Easter

Mario Lanza in "Serenade," Warner Bros.' musical drama in WarnerColor, also starring Joan Fontaine, Sarita Montiel and Vincent Price, will have its world premiere as the Easter attraction at the Radio City Music Hall, Warner Bros. announced.

Para.-Allied Letters To 'Rest on Record'

The exchange of letters between Louis Phillips, general counsel of Paramount, and Abram F. Myers, general counsel and board chairman of Allied States Association, over Paramount's merchandising engagements have terminated insofar as Phillips is concerned. In a letter to Myers, Phillips, on Tuesday, wrote that by publishing the letters in the trade press, "all of those who are interested in the subject will have the facts and will know your position and ours."

Phillips concluded the latest letter by saying: "You stated the complaint of some of your members in your letter. We answered and you have now replied. I am content to let the matter rest on that record."

U-I to Release 12 Features in First 4 Months of 1956

From THE DAILY Bureau

HOLLYWOOD, Dec. 7.—Universal-International will release 12 of its most important film productions during the first four months of 1956 designed to provide the nation's exhibitors with a steady flow of top boxoffice attractions, Charles J. Feldman vice-president and general sales manager, told the company's sales executives at their sales conference here today.

In announcing the release schedule

(*Continued on page* 6)

COMPO Reveals Election Success

Exhibitors Overwhelmingly Favor Audience Poll as Yearly Event

U. S. exhibitors participating in the Audience Awards election were overwhelmingly of the opinion that the poll was a success and voted nearly 10 to 1 that it be repeated as an annual feature, it was revealed here yesterday by the Council of Motion Picture Organizations, which sponsored the election.

The majority of exhibitors also were of the opinion that the method of nominations by exhibitors was satisfactory, and that the 11-day voting period was the proper length, COMPO disclosed.

There were sharp divisions of opinion over the questions of the number of nominations, which many exhibitors thought were too many, and the time of year at which the election should be held, on which there were a diversity of views, COMPO said. On each of these questions, the majority of replies were in

(*Continued on page* 7)

Stays in MPEA

UA Withdraws Membership In the MPAA

Move Follows Refusal Of Code Seal to 'Arm'

By LESTER DINOFF

United Artists president Arthur B. Krim yesterday announced that his company had resigned from the Motion Picture Association of America. UA, which will still retain its membership in the Motion Picture Export Association, had rejoined the MPAA on Sept. 13, 1954, after an absence of over nine years.

The announcement by Krim came on the heels of a decision by the board of directors of the MPAA which upheld the Production Code Administration's decision to withhold

(*Continued on page* 6)

Excise Tax Changes Hearings on Jan. 10

From THE DAILY Bureau

WASHINGTON, Dec. 7.—A House Ways and Means Subcommittee set Jan. 10 as the date it would start hearing Treasury Department officials on their recommendations for changing present excise tax laws.

The subcommittee, headed by Rep. Forand (D., R.I.), is studying administrative and technical problems, not rate changes. The Treasury officials testified earlier, but were not

(*Continued on page* 7)

Weaver Is Chairman, R. Sarnoff Head, NBC

Television Today.. Robert W. Sarnoff yesterday was elected president of the National Broadcasting Co. at a meeting of the board of directors, which at the same session named Sylvester L. Weaver, incumbent president, as chairman of the board.

Sarnoff, vice-president, is the son of David Sarnoff, whom Weaver succeeds as chairman and who will continue as a member of the directorate.

Weaver joined NBC in 1949 and was elected president in 1953.

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, is in Philadelphia from New York.

•

ARTHUR SILVERSTONE, 20th Century-Fox assistant general sales manager, has returned to his duties following treatment at Mt. Sinai Hospital here.

•

HAROLD WIRTHWEIN, Allied Artists Western division manager, and MRS. WIRTHWEIN have announced the marriage of their daughter, GAIL, to JOHN RENEAU of El Monte, Cal.

•

TONY C. REDDIN, director of advertising, publicity and theatres for Paramount in Great Britain, will arrive in New York by plane today from London.

•

ALAN NORMAN NEWMAN, of Ann Arbor, Mich., son of DAVID NEWMAN, attorney for Cooperative Theatres of Michigan, will be married on Dec. 27 to SUSAN PELTON of Ann Arbor.

•

HERB STEINBERG, Paramount national exploitation manager, will return to New York tomorrow from New Orleans.

•

CHARLES A. MOSES, United Artists European publicity supervisor, is the father of a son born to MRS. MOSES in Paris.

•

MACK GRIMES, of Bailey Theatres, Atlanta, has returned there with his family following a vacation spent in Florida.

•

JOSEPH GREEN, head of President Films, will leave New York this week for Miami.

•

JOHN CURTIN, Republic Pictures division manager for the East, was in Gloversville, N. Y., from here.

Whelpley Elected Republic Director

The election of Medley G. B. Whelpley as a director of Republic Pictures Corp., was announced yesterday by president Herbert Yates.

A retired corporation executive, Whelpley formerly was a business executive and partner in the mining investment firm of Guggenheim Brothers, New York, and a one-time vice-president of the Chase National Bank of New York. He is also a trustee of American Surety Co. and a director of Kennecott Copper Cor and United States Rubber Co.

Keith's, Baltimore, Rings Down Curtain

Special to THE DAILY

BALTIMORE, Dec. 7.–Keith's Theatre here has closed permanently, after more than 40 years as a first-run entertainment house. It is expected to give way shortly to a parking lot.

Built in 1915 as the New Garden, and seating over 2,000, it housed big time vaudeville in its hey-day. For years it was operated by J. Lawrence Schanberger. More recently Jack Fruchtman has been the exhibitor, under a lease from Morris Mechanic.

20th-Fox Shooting 4 in CinemaScope

With the number of releases from 20th Century-Fox in 1956 expected to number 30, the company has announced that four major CinemaScope productions, all in color, currently are before the cameras in Hollywood and England.

The four-picture group includes "The King and I," the second production to be filmed in CinemaScope 55 and the second Rodgers & Hammerstein hit musical photographed in the new process. The first, "Carousel," will debut in February.

'Mamie Stover' in Work

The current lensing slate also numbers "The Revolt of Mamie Stover," a Buddy Adler production starring Richard Egan, Jane Russell, Agnes Moorehead and Joan Leslie. Raoul Walsh is directing the filmization of William Bradford Huie's best-seller.

"23 Paces to Baker Street," starring Van Johnson and Vera Miles, currently is shooting in England under the direction of Henry Hathaway.

The fourth picture in production is "The Man in the Gray Flannel Suit," a Darryl F. Zanuck production. Nunnally Johnson is directing the adaptation of Sloan Wilson's best-selling novel.

Loewenthal to RKO Foreign Pub. Dept.

The appointment of Wynn Loewenthal to work in the foreign publicity department of RKO Radio for Al Stern, domestic and foreign publicity manager, was announced yesterday by Perry Lieber, national director.

Loewenthal formerly was on the staff of "The Film Daily." While in military service overseas, he was correspondent for the U. S. Eighth Army newspaper in Japan. Loewenthal attended Princeton University and the College of the City of New York, graduating with a Bachelor of Arts degree in journalism.

Industry Leaders to Aid Dinner Concert

Industry leaders have again joined in support of the annual dinner concert of the American Fund for Israel Institutions. Spyros P. Skouras, president of 20th Century-Fox; Simon H. Fabian, head of Cinerama and Stanley Warner Theatres, and S. Hurok will be honorary chairmen of the event this year.

Donald A. Henderson of 20th-Fox will be treasurer of the dinner concert; Samuel Rosen is vice chairman, and a list of sponsors includes Dore Schary, Samuel Goldwyn, Abe Schneider and film stars Jack Benny and Kirk Douglas.

Will Honor 3 Veterans

Scheduled for Jan. 12th at the Hotel Waldorf Astoria, the dinner concert will present a program in honor of three American Fund veterans–the founder of the annual concerts, Herbert Katzman; Oscar M. Lazrus, vice president, and Harry C. Oppenheimer, chairman of the organization's Greater New York Campaign.

The chairman of the event is Fredric R. Mann of Philadelphia and other members of the committee are Charles Einfeld, Samuel G. Engel, William J. German, Philip Harling, Saul Jeffee, Malcolm Kingsberg, Hermann G. Place.

Pittsburgh Will Cite Cinerama for Service

PITTSBURGH, Dec. 7.–Cinerama starts its third year at the Warner Theatre here on Friday with Clarence W. Head, director of the Chamber of Commerce presenting the Stanley Warner Corp. with a "citation of merit." The citation is an official recognition for the contribution Cinerama has made to Pittsburgh's re-development program by bringing more than 500,000 out-of-town visitors here since Cinerama first opened on Dec. 8, 1953.

"Cinerama Holiday," now in its 43rd week is faring much better at the box-office than the original "This Is Cinerama" which enjoyed a 63-week run locally, it was said.

Technicolor Dividend

The board of directors of Technicolor, Inc., at a meeting held in New York yesterday declared a dividend of 25 cents a share on the common stock. This dividend is payable on Dec. 30, to stockholders of record on Dec. 16.

Trans-Lux Dividend

The board of directors of the Trans-Lux Corp. this week declared the regular annual dividend of 15 cents per share on the common stock of the corporation.

. . . NEWS ROUNDUP

Studio Wages Steady

The average weekly earnings craft workers in Hollywood studi held steadily during October, accor ing to the monthly report of t State Department of Industrial Rel tions, at $128.81. September had average of $128.27.

■

Cable-Vision to Jerrold

Jerrold Electronic Corp., Philad phia, manufacturer of electron equipment, has acquired controlli interest in Cable-Vision, Inc., t company which recently started co struction of a community anten system in Key West, Florida. At t same time he made this announc ment, Milton J. Shapp, president Jerrold, outlined plans to extend T reception along the southernmost ti of the United States–the Flori Keys.

■

Building Commercial Units

Maurice Greenberg, owner of th Parsons Theatre, Hartford, and h son, Leonard, have disclosed pla for construction of a $25,000,000 i dustrial development at suburba South Windsor, Conn. The proje will consist of modern, one-story lig manufacturing and warehousing unit all buildings to be designed and co structed for tenants. The Parsons currently leased to Bercal Theatre Inc., of Hartford.

■

Robinson for Israel Rally

Edward G. Robinson, star of th Pine - Thomas - Shane productio "Nightmare," will be one of th principal speakers for the "Bonds fo Israel" rally at Madison Square Ga den here on Dec. 15.

■

Dual Premiere in Detroit

The world premiere of the twi bill, "The Day the World Ended" an "The Phantom from Ten Thousan Leagues" will take place today a the Fox Theatre, Detroit.

■

To Double Car Capacity

The Bowl Drive-In, of West Haven Conn., is increasing its parking facilities. Officials of this independent announce construction is now under wa for the doubling of present capacity of 900 cars to 1800.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke Advertising Manager· Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Square, Hope Williams Burnup. Manager; Peter Burnup. Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sxth Avenue, Rockefeller Center, New York 20, Telephone CIrcl 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy Vice-president; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a year a a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢

PEOPLE

Angelo Campanaro is now operating the Carol Theatre in Chestertown, N. Y. He took over the property from **Jules Perlmutter,** of Albany. Perlmutter conducted the Adirondack Mt. resort situation for several years following the death of **Walter Wertime, Sr.,** of Cohoes, who operated it as the Chester.

◆

Jack Sidney, former city manager of Loew's in Baltimore and head of the Century Theatre there, was guest of honor at a testimonial dinner at the Baltimore Variety Club. Sidney is now manager of the Palace Theatre in Washington. Barker **Bill Schnader** was general chairman of the dinner and **Jack L. Whittle,** chief barker of he Baltimore tent, toastmaster.

◆

Frank Wetsman, of Wisper & Wetsman, who has been convalescing at Harper Hospital, Detroit, from a heart attack, has recovered sufficienty to return to his home.

◆

Betty Goofer and **Thelma Johnson** have been added to the Atlanta office of Allied Artists Southern Exchanges.

◆

Seymour Moses has been appointed chairman of the transportation and hotel reservation committee of the Variety Clubs' international convention, to be held at the Hotel Waldorf-Astoria here on May 9-12.

Tattoo' Premiere Set For Next Monday

Scores of business, industry and government leaders, as well as luminaries of the entertainment world, will gather at New York's Astor Theatre next Monday evening for the "gala" world premiere of Hal Wallis' production for Paramount of Tennessee Williams' "The Rose Tattoo," starring Burt Lancaster and Anna Magnani. The premiere, which will be held in conjunction with the Actors' Studio second annual benefit, will be followed by a supper party and entertainment program at the Sheraton Astor Hotel.

Retain Victor Lasky

Victor Lasky, author and veteran newspaper man, has been selected to edit all stories and tape-recordings of the premieres of Howard Hughes' The Conqueror" in the world's capitals. Lasky will work with Terry Turner, special consultant on the campaign for the CinemaScope-Technicolor RKO release, and Don Thompson, who handles all TV and radio material for the film.

Producer Zimbalist Says

M-G-M to Make 'Ben Hur' In 65mm. for '56 Program

By MURRAY HOROWITZ

"Ben Hur" will be the first film to be made in M-G-M's new 65mm. process and is slated for production in 1956, producer Sam Zimbalist disclosed here yesterday.

Zimbalist, in New York for location shooting on his "The Catered Affair," said the 65mm. process is "being perfected" on the Coast. The M-G-M contract producer went on to say that Loew's plans for "Ben Hur," which he also will produce, are similar in scale to "Quo Vadis," which cost an estimated $7,000,000, and for which he also held the producer reins.

In announcing plans for Metro's initial 65mm. entry, the veteran producer at the same time said that following "The Catered Affair," he would do "The Barretts of Wimpole Street." Zimbalist, in response to questions, also outlined his sentiments on the stature of the motion picture medium as compared to TV, and other trade topics.

Not Keen About TV

Questioned whether he regarded TV as a good source for material for motion pictures, Zimbalist responded that he did not favor TV, but will use any source, books, plays, short stories, as well as any other media, as long as the material is good. "I just finished a Western with Cagney from an eight-page short story written by Jack Schaefer, who did the original screenplay for "Shane," he continued. The picture, "Tribute to a Bad Mad Man," co-starring James Cagney with a new import from Greece, Irene Popas, will be released in April, he stated.

On the other hand, Paddy Chayefsky's "The Catered Affair" came from TV and will have a six-week shooting schedule, he said, with the following featured players: Bette Davis, Ernest Borgnine, Debbie Reynolds and Barry Fitzgerald.

Says Good Films Do Well

The active producer, asked about the current climate of opinion in Hollywood regarding the business, responded that as before there are optimists and pessimists. On the whole, producers, he went on, are more selective. Listing himself as among the optimists, he said that a good picture still does very well at the box-office, even greater than in former years.

About TV, Zimbalist said that motion pictures remains the superior creative medium. Although TV may have many wonderful shows, he went on, so little is dramatically creative or very good. Television viewers, he added, are bored with bad shows, adding that the motion picture industry as well as the legitimate stage will lure the few good TV writers from that medium, offering them more money and a bigger canvas for their work.

Questioned on whether a "re-make picture" may lose out at the box-office, Zimbalist replied by pointing out that the first "Ben Hur" was released in 1927, offering a 30-year span before his second "Ben Hur" will hit the nation's theatres. Furthermore, he went on, the initial "Ben Hur" was a silent film. He pointed to Cecil B. DeMille's "Ten Commandments," which he forecast will do "much bigger" than the original picture.

Loew's Plans Not Known

In regard to "Ben Hur," Zimbalist said he did not know the releasing plans of Loew's, whether it will be released in both 65mm. and 35mm. versions, or exclusively in 35mm.

Returning to the topic of "re-makes," Zimbalist said he would much rather make a re-make of the calibre of "Ben Hur" or "The Ten Commandments" than to film the play "Life With Father" after it had run on Broadway five years and after it had been seen in every town and hamlet visited by traveling companies. Under such circumstances, he added, everyone has seen it.

Zimbalist, here with Richard Brooks, director, and Gore Vidal, scriptwriter, on "The Catered Affair," said he planned to return to Hollywood either today or tomorrow.

WATV Buys 79 Films For TV Showings

NEWARK, N. J., Dec. 7.—Television station WATV, Channel 13, has acquired 79 first-run western features from a major Hollywood studio, it was announced here today.

The hour-long "hoss-operas" will receive their premiere television showing exclusively on WATV commencing on Jan. 1 on the station's "Western Prairie Theatre." Among the actors to be seen in the series are John Wayne, Walter Brennan, Buck Jones, Tim McCoy, Bob Allen, Ken Maynard and Ward Bond.

Lucille Price Starts Carolina TO Duties

CHARLOTTE, Dec. 7.—Mrs. Lucille Price has assumed her duties as executive secretary of the Theatre Owners Association of North and South Carolina here.

Mrs. Price succeeds Mrs. Pauline Griffith who will continue to serve the association in advisory capacity.

'Machine' to RKO

RKO has acquired rights to "The Brain Machine" for release in North and South America and the Far East.

Plea in Congress

Asks New Tax Treatment for Talent, Others

Special to THE DAILY

WASHINGTON, Dec. 7.—A Washington attorney told Congress today that "one of the most acute inequities" in the tax laws today was the tax treatment of actors, writers and other persons with fluctuating income.

Testifying before a House-Senate economic subcommittee considering long-range tax policies, Joseph P. Driscoll urged that an income averaging scheme be adopted to remove this inequity. Such a scheme is being pushed by the Hollywood talent guilds.

Points to 'Element of Equity'

"If the income of an individual changes materially from year to year, he is subjected to substantially greater taxes than the individual who receives the same amount of income in more nearly equal amounts," Driscoll said. He said an averaging plan "would add an important element of equity to our tax structure."

Another attorney, Robert A. Schulman, said many entertainers were either forming their own corporations and selling an entertainment "package" or were entering into deferred compensation contracts to get around this problem. He said the Treasury had never ruled on whether such contracts, in which a person continues to get income after his employment has ceased, were actually okay, and he urged Congress to act on the matter.

Managers Shifted in Loew N.Y. Theatres

Eugene Picker, vice-president in charge of Loew's New York theatre operations, has announced the following managerial shifts:

Margaret Ernest, Loew's American, to Loew's Sheridan; she will be succeeded by Inez Groething, manager of the Post Road.

Ben Newman, manager Loew's Delancey Theatre shifts to Loew's Commodore replacing James Napoli who has been transferred to Loew's Coney Island.

Allan Isaacs, moves from Loew's Coney Island to Loew's Olympia with George Kirby, manager of Loew's Olympia, taking over Loew's Delancey Theatre.

Effie Engel, manager of Loew's Sheridan Theatre, is on a leave of absence.

Mrs. Eisenhart, 72

The mother of Elizabeth Eisenhart, 20th Century-Fox press book writer, passed away in Binghamton, N. Y., at the age of 72.

FOR THE HOLIDAYS–THE GREAT COURT-MA

CRITERION, N. Y. ☆ PANTAGES, HOLLYWOOD ☆ PARAMOUNT, L. A. ☆ WILTERN, L.A. ☆ CENTER, BU

STANLEY, UTICA ☆ CIVIC, PORTLAND, ME. ☆ CA WARNER, WORCESTER ☆

VIRGINIAN, CHARLESTON ☆ HEN

OHIO, MARION ☆ , SAVANNAH ☆

WARNER, YOUNGSTOWN ☆ STEUBEN, HORNELL ☆ OHIO, LIM

NLEY, JERSEY CITY ☆ FABIAN, PATERSON ☆ MONTAUK, PASSAIC ☆ WINTE

LUMBIA, SHARON ☆ MAJESTIC, PROVIDENCE ☆ OPERA HOUSE, NEWPORT ☆ CA

EMBASSY, FT. WAYNE ☆ INDIANA, KOKOMO ☆ INDIANA, MARION ☆ GRAND, TE ☆ T

PITT, GREENVILLE ☆ CENTER, LITTLE ROCK ☆ CAROLINA, LUMBERTON ILSON, WI

PARAMOUNT, GOLDSBORO ☆ COLONY, FAYETTEVILLE ☆ CENTER, R CAPITOL, SALISBUR

MAJESTIC, DALLAS ☆ METROPOLITAN, HOUSTON ☆ MAJESTIC, SA ONIO ☆ WORTH, FT. WORT

CAROLINA, CHARLOTTE ☆ PALMETTO, COLUMBIA ☆ CENTER, DURHAM EY, COLUMBUS ☆

PLAZA, EL PASO ☆ STATE, GALVESTON ☆ MIDWEST, OKLA. CITY ☆ MALCO H ☆ CAROLIN

CENTER, HIGH POINT ☆ CAROLINA, SPARTANBURG ☆ CAROLINA, WINSTON SA ST. JOHNS,

LAMAR, JACKSON ☆ PARAMOUNT, ALEXANDRIA ☆ HART, BATON R PLAZA, ASL

PARAMOUNT, MONROE ☆ SAENGER, PENSACOLA ☆ STR ☆ PARAMOUNT,

RITZ, WEST POINT ☆ BAILEY, WILMINGTON ☆

MISSOURI, ST. JOSEPH ☆ IOWA, CEDAR RAPIDS

VARSITY, LINCOLN ☆ BRANDEIS, OMAHA ☆ CH

ORPHEUM, SIOUX CITY ☆ FOX, ST. LOUIS ☆ GILLIOZ, SPRINGFIELD, MO. ☆ MILLER, WICHITA ☆ SAC

ST. FRANCIS, SAN FRANCISCO ☆ T & D, OAKLAND ☆ OAKS, BERKELEY, ☆ WARNER, FRESNO ☆ DENVE

MIDWEST, SCOTTSBLUFF ☆ UPTOWN, SALT LAKE CITY ☆ VISALIA, VISALIA ☆ ORPHEUM, PORTLAND ☆

SUNSHINE, ALBUQUERQUE ☆ GRANADA, RENO ☆ CHIEF, COLORADO SPGS. ☆ ESQUIRE, STOCKTON ☆

TOWER, SACRAMENTO ☆ DEL PASO, SACRAMENTO ☆ VOGUE, SALINAS ☆ LINCOLN, CHEYENNE ☆ CO

OTTO PREMINGER'S

"THE COURT-M

AND ON DEC. 14TH THE FLASH WORLD PREMIERE IN ZANESVILLE, OHIO

This is the city awarded the Stars-and-Celebrity Premiere for leading the Christmas Seal sales in first week of the Drive. Contest covered coast-to-coast by press and leading TV and Radio network shows! More great TV, radio, press and newsreel coverage to come

METROPOLITAN, BOSTON ☆ MARY ANDERSON, LOUISVILLE ☆ STRAND, ALBANY ☆ TROY, TROY ☆

, NEW BEDFORD ☆ ROGER SHERMAN, NEW HAVEN ☆ WARNER, BRIDGEPORT ☆ MERRITT, BRIDGEPORT

CLEVELAND ☆ STANLEY, PITTSBURGH ☆ STANLEY, BALTIMORE ☆ OHIO, CANTON ☆ STRAND, AKRON

S ☆ GRAND, EVANSVILLE ☆ METROPOLITAN, WASHINGTON ☆ AMBASSADOR, WASHINGTON

OHIO, MANSFIELD ☆ RIVOLI, TOLEDO ☆ ICK ☆ BRANFORD, NEWARK

☆ HAVENS, OLEAN ☆ CEN ☆ WARNER, ERIE ☆

☆ WARN LYNCHBURG ☆ VILLE ☆ STATE,

RE ☆ CAROLINA, LEXING ☆ CAROLINA,

DERSON ONIA MPLE,

RTIAL OF BILLY MITCHELL

FROM WARNER BROS.
IN CINEMASCOPE · WARNERCOLOR

STARRING **GARY COOPER** · CO-STARRING **CHARLES BICKFORD** ·
RALPH BELLAMY · **ROD STEIGER** · WITH **ELIZABETH MONTGOMERY**
STORY AND SCREENPLAY BY
FRED CLARK · MILTON SPERLING AND EMMET LAVERY · A UNITED STATES PICTURES Production
Produced by MILTON SPERLING · Directed by OTTO PREMINGER · Presented by WARNER BROS.
MUSIC COMPOSED AND CONDUCTED BY DIMITRI TIOMKIN

SALES EXECUTIVES CONFERENCE

Universal's sales conference in session at the Hollywood studios. Seated, left to right: F. J. A. McCarthy, James Frew, James J. Jordan, Ray Moon, Edward Muhl, Alfred E. Daff, Charles J. Feldman, Milton R. Rackmil, N. J. Blumberg, David A. Lipton, Joseph Gins, David A. Levy. Standing, left to right: Henry H. Martin, Archie Herzoff, Maurice A. Bergman, Foster M. Blake, Ben Lorber, Clark Ramsay, Charles Simonelli, Jack Diamond, Jeff Livingston, Irving Sochin, Mark Plottel, P. F. Rosian, A. W. Perry, P. T. Dana, Barney Rose, Harry Fellerman, Manie Gottlieb, M. J. Isman. The meeting will be concluded tomorrow.

UA Resigns

(*Continued from page* 1)

a Code seal from Otto Preminger's production of "The Man With the Golden Arm," which UA is releasing.

UA officials, when asked for further comment concerning the company's withdrawal from the industry's association, referred the matter to Krim. One executive, when questioned about UA's further participation and membership in MPEA, declared that "we will retain our membership in the Motion Picture Export Association." He, however, pointed out that continued membership with MPEA falls within the realm of Arnold M. Picker, UA vice-president in charge of foreign distribution who is currently in Europe. He also said that UA had held membership in MPEA long before it joined the domestic organization, MPAA.

Refers to 1954 Statement

The official UA statement concerning the resignation cites a statement issued last Sept. 13, 1954, upon rejoining the MPAA. The statement declares: "We are pleased to be back in the Motion Picture Association. For the past few years we have participated in its valued activities throughout the world as a member of the Motion Picture Export Association. We are now happy to join in its domestic activities as well, including support of the industry Code. We have always made it clear that we were in favor of self-regulation to prevent obscenity from reaching the screen. At the same time we are interested in preserving the right of our independent producers to bring adult entertainment to the screen.

'Free to Resign'

We have always made it clear that the framework of the Code and we intend to bend every effort to ensure this. If we or our independent producers find it cannot be done, we are free to resign from the Association, which is the privilege of all of its members."

Under the bylaws of the MPAA, a member gives six months' notice when terminating its membership. Thus, before the UA resignation becomes effective, there is opportunity for the board to amend the Production Code to permit screen treatment of drug addiction. In consequence, the occasion for UA's resignation might be removed before it took effect.

Sees Changes Unlikely

However, there is no likelihood that any changes will be considered in the narcotics provisions of the Code within the near future, according to one member of the MPAA board, who attended a screening of the Preminger film on Tuesday afternoon. There is certainly no disposition to make any changes because of the UA action—in fact, the contrary is true, with many MPAA board members resentful of the way which Preminger went ahead and made the picture and then came in for Code approval when the film obviously violated the Code, he said.

"If there was any chance at all that we would ever consider changing the narcotics provisions—and some people in the Association honestly feel they should be changed—we're certainly not going to do it under pressure with a gun pointing at our heads and a company saying 'approve or we quit,'" the MPAA board member stated.

Acquiescence Improbable

The feeling is that the UA action makes it more unlikely, rather than more likely, that there will be any changes in the narcotics provisions in the near future, it was pointed out.

United Artists' present management was not at that company's helm nine years ago when UA submitted its resignation from the Motion Picture Producers and Distributors of America, Inc. On Sept. 21, 1945, UA's resignation from the MPPDA took effect, marking the end of the six-month period stipulated by that group's by-laws. UA, at that time, attributed its leaving the MPPDA to the independent status of the owners and producers of the company, and to the fact that virtually all of its producers had joined the Society of Independent Motion Picture Producers.

Dugan to I.F.E.

I.F.E. Releasing Corp. has appointed John E. Dugan as sales representative for the St. Louis and Kansas City exchange areas, with headquarters in St. Louis. Dugan was formerly St. Louis sales representative for Buena Vista Films and 20th Century-Fox.

Mo. Exhibitor to Run For Lt.-Governor

Special to THE DAILY

JEFFERSON CITY, Mo., Dec. 7.—State Senator Edward V. Long of Clarksville, Mo., owner of the Orpheum Theatre, Elsberry, Mo., and the Trojan, Troy, Mo., and a director of the Missouri-Illinois Theatre Owners, has filed his formal declaration of candidacy for the Democratic nomination for lieutenant governor in the primary election scheduled for August.

Is Also an Attorney

In addition to his theatre interests, the 47-year-old Long is an attorney with wide banking and farm interests. He has been a member of the Missouri state Senate since 1945 and was Democratic majority leader in 1949, and currently is president pro tem of the state Senate. Political observers predict that if Long is nominated and elected he will run for Governor in 1960, which he considered in this campaign but stepped aside when Lieutenant Governor James T. Blair, Jr., announced his condidacy for governor.

MPIC Reveals Names In Creators' Forum

HOLLYWOOD, Dec. 7.—The Motion Picture Industry Council announced here today the participants in the film creators' roundtable discussion which will take place at the Academy Awards Theatre on Sunday evening.

Discussing "New Developments of Wide Screen Systems" will be Sol Halpern, Fred Hynes, Loren L. Ryder, Douglas Shearer and moderator Sidney P. Solow.

Universal

(*Continued from page* 1)

for early '56, Feldman hailed thes pictures as the "greatest grossin group of boxoffice attractions" in t history of U-I. This schedule of pr sold properties offering a variety screen entertainment with a group Hollywood's top boxoffice stars, r affirms U-I's policy of confidence i our industry and responsibility to o exhibitor customers, he said.

Seven of the pictures will be i Technicolor and one in CinemaScop with the group being highlighted b the release in February of "The Benn Goodman Story," which the compan feels is the most pre-sold picture i its history, Feldman stated.

Two Holiday Releases

Already set for Christmas-Ne Year's release in key situations i "The Second Greatest Sex," the com pany's CinemaScope and Technicolo film production. Also scheduled fo key city holiday bookings is "A That Heaven Allows."

Another January release is "Th Spoilers" and the final January re lease will be "The Square Jungle."

"The Benny Goodman Story" high lights the February releases. "There Always Tomorrow" will be the sec ond February release.

March releases will be "Never Sa Goodbye," "Red Sundown" an "World in My Corner."

For April release, U-I will hav "Backlash," "The Kettles in th Ozarks" and "The Creature Walk Among Us."

N.E. Exhibitors Hea Plans for 'South'

BOSTON, Dec. 7.—The New Eng land campaign for Buena Vista's re release of "Song of the South" wa outlined today at a luncheon for 7 exhibitors at the Sheraton Plaza Hotel. Leo Samuels, Al Margolies an Vincent Jefferds explained the T and radio campaign, the distributio and the contest featuring 25 fre trips to Disneyland.

Samuel Pinanski drew a laug when he said "a good meal like thi is a great thing to an exhibitor today It makes us feel that you at Buen Vista are trying to get customers. More seriously, he added "this planning for the exploitation of 'Son of the South' is good thinking an could be emulated by major distributing companies for their ne films."

Head table guests also were Jess Chinich, Irving Ludwig, Lou Gaudreau, Howard Hein, Robert Dorfman and Herbert Schaefer, all fro the Buena Vista Company.

Mexican Business Good

MEXICO CITY, Dec. 7.—The 13 active motion picture theatres her attracted 6,734,626 patrons in October, paying a total of $1,201,584, i was revealed here by the Nationa Statistics Department of the Mexica government.

Compo Poll

(Continued from page 1)

avor of no change from the present ystem.

Out of a total of 492 replies reeived up to noon yesterday, 421 sked that the Audience Awards be epeated as an annual feature, and nly 44 voted against it. The others vere non-committal.

Results of the voting were as ollows:

Were the Audience Awards, in our opinion, a success?

Yes—363 No—93

Would you like to have the Audince Awards repeated as an annual vent?

Yes—421 No—44

If you believe the Audience Awards should be continued yearly, lease comment on the following and nake any other suggestions that may ccur to you for the improvement of he activity:

Was voting held at right time of he year? **Yes—300; No—135.**

Was the length of the voting peiod (Nov. 17-27) satisfactory? **Yes—27; should it be longer?—35; shorter—95.**

Was the number of nominations atisfactory? **Yes—265; too many—43; too few—32.**

Was the method of nominating satsfactory? **Yes—384; No—53.**

Replies to the questionnaire reealed that the press and public reaction to the poll throughout the ountry was generally favorable. A ew exhibitors suggested a national dvertising campaign in newspapers, nagazines, radio and TV to provide a greater build-up in advance of the election. Most exhibitors indicated, however, that they had received excellent cooperation from the local press, with many of them obtaining free radio and TV plugs over local stations.

Many Feel Ballot Is Too Long

While the majority of exhibitors expressed satisfaction with the nominating procedure, a large percentage of those opposed were of the opinion that the ballot was too long and suggested that it be cut by one-third or one-half. Also, there were a number of exhibitors who felt that an actor or actress should be named only once in each category.

One of the chief complaints of smaller exhibitors was that they had not yet shown some of the pictures listed on the ballot. Among the other suggestions received were that space be provided on the ballot for the voter's name and address, that more art be provided in publicity releases, that the ballot be printed in larger type, that mats with the ballot and pictures of the nominees be provided and that more time be allowed for the counting of the ballots.

Comments Generally Favorable

Here are some of the comments of exhibitors:

Dave Jones, Kerasotes Theatres, Springfield, Ill.: "This is an excellent idea and there is much enthusiasm among movie-goers. Wherever properly handled, the percentage of voters to paid-in admissions was high."

Dixie Roberts, Arcade Theatre, Ferriday, La.: "This election is a natural for the movie industry and why it wasn't done a long time back is something I do not understand."

Albert Bernstein, District Manager, Neighborhood Theatres, Petersburg, Va.: "In general I am very happy with the entire poll. I've learned a lot from my patrons. I intend rerunning certain pictures and I know we'll do business."

More Theatre-Conscious

A. T. Collincini, Manos Theatre, Greensburg, Pa.: "I personally believe it got the general public more theatre-conscious."

T. James, Comet Theatre, St. Louis, Mo.: "In years to come it will prove a great business stimulant. By all means, keep it up!"

Joseph Cohn, Capitol Theatre, Port Chester, N. Y.: "I think the Audience Awards made our patrons feel important to be able to participate in making the awards."

Mrs. E. M. Tittes, Webber Theatre, Denver, Colo.: "A wonderful promotion in helping theatre business come back to life."

Taki J. Pappas, Hoosier Theatre, Whiting, Ind.: "If we can have this annually it will create a tremendous build-up for our industry."

Says Patrons Are Pleased

Frank Henson, Loew's Theatres, St. Louis, Mo.: "Practically all of our customers expressed approval and enthusiasm."

Rudy Born, Crocker Theatre, Elgin, Ill.: "Amazed at Audience response. Much greater than anticipated."

Thomas A. Turk, Great Lakes Theatre, Detroit, Mich.: "Customers very interested in balloting. Found the local balloting here gave me new ideas on what my patrons prefer in stars which will help my future booking."

Open to Arguments by All Groups

Hearings on N.Y.C. Anti-Toll TV Resolution to Be Held Next Month

A hearing on a resolution opposing toll TV will be held by the rules committee of the New York City Council during the second week of January, it was announced by Councilman John Merli, chairman of the committee.

"We are calling for this committee hearing so that all interested parties, and the general public as well, will have an opportunity to present all sides of the case in a fair and democratic manner," Councilman Merli stated. "In announcing this discussion a month in advance, we are thereby assuring ample time for all groups to prepare their arguments for consideration by the Council members. This is a problem which affects the owners of 4,250,000 television sets in the City of New York, and is now under consideration before the Federal Communications Commission."

Introduced by Abe Stark

The rules committee will consider a resolution introduced by Council president Abe Stark calling upon the Federal Communications Commission to withhold approval of toll TV. Stark's resolution has described pay-as-you-watch television as a "violation of the right of the American people to free access to the airwaves" and a "denial of the spirit and intent of Section 303 (G) of the Communications Act of 1934 which directed the FCC to encourage the larger and more effective use of broadcasting in the public interest."

Sees Middle Classes Hurt

The resolution submitted by the Council president also warned against the danger that free broadcasting would be threatened with extinction by the unfair competition of well-financed syndicates. He asked the FCC to withhold approval of toll TV on the grounds that it would create hardship for many low and middle income families.

Winship Celebrates 50 Years on 1 Site

Special to THE DAILY

PHILLIPSBURG, Kans., Dec. 7.—Ralph Winship is celebrating his 50th year of operation of the Majestic Theatre here, having opened the house in the same location in 1905. To celebrate the golden anniversary, Winship printed his November-December program on a "golden" card 9 by 12 inches and distributed the placards throughout the area.

Name Group to Plan Okla. UTO Meet

OKLAHOMA CITY, Dec. 7.—A four-man committee was appointed to arrange entertainment for the United Theatre Owners of Oklahoma convention, to be held here in the Skirvin Hotel, Feb. 8-9.

They are Earl Snyder, Jr., Robert Busch, Athel Boyter and Gordon Leonard. Avece Waldron was appointed as chairman of the ladies entertainment committee and will be assisted by Mollie Goerke, Ann Thorne and Billie Slocum.

Acquires 'Champions'

BOSTON, Dec. 7.—Jack Meyers, of Hub Film Exchange, has obtained the New England rights to distribute "Champion's Reward." He has set bookings for the feature at the Metropolitan Theatre here and theatres in the Paramount and Warner circuits in New England.

Federation

(Co tinued from page 1)

in honor of Marlon Brando, Charlton Heston and Alistair Cooke also heard Louis G. Cowan, of the Columbia Broadcasting System; Monroe W. Greenthal, of the Monroe Greenthal Co.; Ned L. Pines, of Pines Publications; and Emanuel Sacks, of the National Broadcasting Co.

In an appeal for funds, Balaban declared that to the degree that our Federation can help people achieve good health, the support of their families, security in their old age, employment and recreation—to that degree will the community as a whole prosper.

'Vital to the Community'

"It is vital to the community we live in," Balaban said, "that there exist a center of things, an organization like our own Federation of Jewish Philanthropies, whose primary objectives are to help people achieve these goals."

Proceeds of the annual Federation campaign are used to support a network of 116 hospitals and social service agencies serving more than 620,000 men, women and children of all races and creeds. Services are provided in the fields of hospital and medical care, family service, child care, services to the aged, community centers. Facilities are available throughout New York City, Long Island and Westchester.

Excise Tax Changes

(Continued from page 1)

ready with any recommendations, and were told to come back in early December. They recently notified the subcommittee they wouldn't be ready before Dec. 19, and the subcommittee decided that was too close to Christmas and to postpone the testimony until early next month.

Start 6, Complete 7; 36 Films in Work

HOLLYWOOD, Dec. 7.—Six new pictures were started and seven others were completed last week, for a total of 36 pictures now in work.

Started were: "Secret of Treasure Mountain" and "Portrait In Smoke," Film Locations Production (Columbia); "The Living Idol," Al Lewin Productions, CinemaScope, Eastman color (Metro-Goldwyn-Mayer); "And Suddenly You Run," (Republic); "23 Paces To Baker Street," CinemaScope, De Luxe color (20th Century-Fox); "Santiago," wide-screen, Warner Color (Warner Bros).

Completed were: "Crime In The Streets" and "Screaming Eagle," Bischoff-Diamond Productions (Allied Artists); "Around the World in 80 Days," Michael Todd Productions, Todd-AO (Independent); "That Certain Feeling," VistaVision, Technicolor (Paramount); "Bed of Fear," Harris-Kubrick Productions, and "Nightmare," Pine - Thomas - Shane Productions (United Artists); "Cry Innocent," (Universal-International).

"STRONG CONTENDER FOR ACADEMY AWARDS!"

—Look Magazine

BURT LANCASTER · ANNA MAGNANI

in

Hal Wallis'

production of

TENNESSEE WILLIAMS'

THE ROSE TATTOO

also starring MARISA PAVAN · BEN COOPER

with [illegible] Grey · Jo Van Fleet · Sandro Giglio · Directed by DANIEL MANN

Screenplay by TENNESSEE WILLIAMS · Adaptation by HAL KANTER

Based on the Play, "THE ROSE TATTOO" by Tennessee Williams

A PARAMOUNT PICTURE

"When **ACADEMY AWARD** time rolls around, high on the list of contenders!"—*Coronet Magazine*

"**LANCASTER ELECTRIFIES!** Finest entertainment of the season."—*Hollywood Reporter*

"Seems certain to win Anna an **ACADEMY AWARD** nomination."—*Life*

"Sure-fire nominee. **VOTERS EXCITED ABOUT BURT LANCASTER.** My selections for the winners... Anna Magnani and 'The Rose Tattoo'."—*Aline Mosby, United Press*

"Magnani's performance may be **1955's BEST ACTING**."—*Woman's Home Companion*

"Lancaster's top-notch performance is deserving of **ACADEMY ATTENTION**."—*Motion Picture Daily*

"**SEE** nominates for year's **OSCAR**: The Magnificent Magnani in 'The Rose Tattoo'."
—*See Magazine*

"Come **OSCAR** time, Magnani's way with a caress will be given enthusiastic consideration."—*New Orleans Times-Picayne*

"I foresee Magnani giving Hollywood stars a fiercely contested race for **ACADEMY AWARD** honors."—*Louella Parsons*

"Very definitely in line for an **ACADEMY AWARD**."
—*Boxoffice*

"**OSCAR** nominations in order in every department."—*Film Daily*

"Will certainly win an **OSCAR!**"
—*Independent Film Journal*

"**TOP GROSSER.** Magnani should win an **OSCAR** hands down."—*Film Bulletin*

"**PROVOCATIVE!** Sex without blanching... handled as a matter of natural course... no reaching for shock values."—*Variety*

"Daringly adult. **BUSINESS OUTLOOK MOST PROMISING.**"—*Daily Variety*

East-West World Premiere Engagements:

NEW YORK
ASTOR
DECEMBER 13

LOS ANGELES
WARNER'S
BEVERLY
DECEMBER 14

"Here's proof he was my love — his rose tattooed upon my chest!"

It's Cold, But 1 Wis. Drive-in Stays Open

Special to THE DAILY

MILWAUKEE, Dec. 7.—All drive-in theatres in Wisconsin and Upper Michigan have closed for the season with one exception. The new Starlite Outdoor Theatre here, owned by the Marcus Management Co., is still operating and featuring its car heaters.

NBC's 'Tonight' to Salute 'Goodman'

The National Broadcasting Co.'s network television show "Tonight" will join forces with Universal Pictures next Tuesday evening for a nationwide salute to a motion picture with exhibitors in exchange cities from coast to coast, participating.

The occasion of the tribute will be the invitational press preview of Universal-International's "The Benny Goodman Story" in Technicolor starring Steve Allen and Donna Reed. The preview which will be held at the RKO 86th Street in New York will be duplicated in cities where the "Tonight" show is seen and where U-I has exchanges.

Following the preview in New York, celebrities will be taken to the NBC Hudson Theatre to appear on a 90-minute network salute to "The Benny Goodman Story" on the "Tonight" show honoring Benny Goodman and Steve Allen. Cities where these invitational previews and TV parties have already been set include Cleveland, Los Angeles, Dallas, Washington, Kansas City, Milwaukee, Indianapolis, Cincinnati, Miami, Boston, Chicago, Minneapolis, Atlanta, Memphis and New Haven.

Film Stock Tradings Reported by SEC

WASHINGTON, Dec. 7.—American Broadcasting-Paramount Theatres redeemed 92,073 shares of stock owned by Edward J. Noble and 620 shares owned by Robert E. Kintner, according to a report by the Securities and Exchange Commission on trading by film company officials.

The report covered transactions in October. It declared the redemption left Noble with 232,528 shares and Kintner with 1,900 shares.

Elmer C. Rhoden acquired 200 shares of National Theatres common in September, for a total of 35,800 shares, and holding companies controlled by him acquired 1,000 shares in October, for a total of 47,225 shares. Edward W. Avery and Harold E. Newcomb bought 500 and 300 shares, respectively of RKO Theatres Corp. common, lifting their holdings to 4,000 shares and 2,200 shares respectively. Y. Frank Freeman bought 200 shares of Paramount Pictures common, for a total holding of 1,600 shares. F. Joseph Holleran sold 400 Loew's, Inc., shares, dropping his holdings to 100 shares.

REVIEWS:

The Spoilers

Universal-International

Hollywood, Dec. 7.

THIS FIFTH IN the long, lusty line of "Spoilers" since William Farnum and Tom Santschi fought out the first film version of the Rex Beach novel in 1914 measures up to the first four in every particular, as a production, and comes to market with the added present advantage of 1955 favorites in the fighting roles. These are the fast-rising Rory Calhoun, whose name on a marquee should be young money in any exhibitor's till, and Jeff Chandler, good for ticket sales to a slightly older following. Anne Baxter is the magnetic third corner of the triangle, and a large, expert cast includes such dependables as Barbara Britton, Wallace Ford, Carl Benton Reid, Raymond Walburn, Ruth Donnelly, Roy Barcroft, Byron Folger, John McIntire and young Ray Danton. With a brilliant print by Technicolor—a fourth name for the marquee—the picture figures to turn in "Spoilers"-type grosses.

The current production of the timeless Beach account of life in Alaska when Nome was a mud puddle is by Ross Hunter, a thorough-going motion picture in motion. The current screenplay is by Oscar Brodney and Charles Hoffman, a pair of craftsmen who know the value of taking their time in the first half of a picture so the tempo will seem the faster when they turn it on in the second half. That's what they do in this instance, holding the action down to a crawl until they go into high gear, and keeping it spinning thereafter without let-up.

The scene is Nome, of course, and the time is the era of the gold strikes. Calhoun is powerfully cast as the crooked gold commissioner whose crew of aides includes a phoney judge, and Chandler handles himself competently as the gold miner who, after exciting and illuminating preliminary incidents, fights it out with Calhoun, over balcony, into mud, and on and on, for right and for Miss Baxter, Chandler's long-time love and owner of Nome's leading saloon.

Running time, 84 minutes. General classification. Release date not set.

WILLIAM R. WEAVER

At Gunpoint

Allied Artists—CinemaScope

Hollywood, Dec. 7.

ON STORY, ON direction, on performances and on over-all professional merit, singly or collectively, this Vincent M. Fennelly production for Allied Artists is top-calibre by any exhibitor's standards. Add the names and talents of Fred MacMurray, Dorothy Malone, Walter Brennan, plus those of Skip Homeier, Tommy Rettig, John Qualen, Irving Bacon and a long list of seasoned players seen in support, and you've got a tip-top box-office attraction. It figures to pay as big as it's played.

In a sparkling print by Technicolor, the story and screenplay by Daniel B. Ullman comes off in great shape under the skilled direction of Alfred Werker. It is Western in setting, and in period, but it is refreshingly free of the stereotypes, of character and of plot, that have cluttered such product so frequently and fatally in recent years.

MacMurray portrays a store-keeper in the Western town of Plainview who witnesses the shooting down of the town marshal by a bandit gang and, picking up the dead man's gun, shoots the killer from his horse, accidentally and at extraordinary distance, thereby becoming a local hero automatically. But the news of his remarkable marksmanship gets printed in a big town newspaper and the gang determines to return to Plainview and kill him in revenge. First the gang kills off the newly elected marshal, who also has pumped a bullet into the dead man, and then, in error, kills MacMurray's brother-in-law. By this time the townsfolk are around to asking him to leave Plainview, lest the bandits keep on returning to wreak vengeance, but he declines to do so, and this leads to a strong and surprising finish.

The picture is suitable for all situations and all audiences.

Running time, 81 minutes. General classification. Release date, January.

W. R. W.

Due to Snow, Buffalo 'News' Ads Gratis

Special to THE DAILY

BUFFALO, Dec. 7.—Local theatr got a pleasant surprise when, becau of the big snow storm, the "Evenin News" cancelled advertising charg for one day. The newspaper was u able to achieve its full circulatio because of traffic tie-ups.

ABC Film Names 3 To Executive Posts

Television Today.. Three new executiv appointments were an nounced by George T Shupert, president of ABC Film Syn dication, Inc.

Richard P. Morgan has been name vice-president in charge of busines affairs. Morgan joined ABC Film Syn dication in 1954 and has served a executive assistant to the presiden

John Burns has been promoted t the post of vice-president and di rector of national sales. Burns joine ABC Film Syndication in 1953 an has served as midwest manager i Chicago.

William Clark was named vice president and director of the wester sales division. He has been wester manager for ABC Film Syndicatio since January, 1954.

2 Houston Houses to New O'Donnell Firm

HOUSTON, Dec. 7.—Managemen of the Broadway and Yale Theatre here has been taken over by Willowi Enterprises, Inc., a new theatr operating company headed by William O'Donnell. The houses have been operated by Interstate Circuit Inc., of which O'Donnell was fo many years an executive.

In 1954 O'Donnell resigned from Interstate to go with Trans-Texas Theatres as general manager. Recently he sold his Trans-Texas interests and organized this new company of which he is president. He is also president of Cinema Art Theatres, Inc., which will operate th Texas Theatre in San Antonio and Bowie Theatre in Fort Worth.

Torrence Hudgins, also formerly with Interstate and Trans-Texas, is to be booker for the two operating companies, with offices in Dallas.

Kodacolor Film Sold Sans Processing Fee

ROCHESTER, N. Y., Dec. 7.—Eastman Kodak Co. has announced that its Kodacolor film is now being sold only without a processing charge included in the price. Heretofore, Kodacolor film was sold at a price which included a charge for processing. A separate charge will b made for processing.

The change, now effective, is made in accordance with the terms of a Federal Court order of December, 1954.

TENT TALK

Variety Club News

WASHINGTON.—Steve Allen, host NBC-TV's "Tonight," was named inner of the seventh annual "Pernality of the Year" award by the ariety Club of Washington. Allen as presented the award by Nathan . Golden, for his "creative and iique form of entertainment, for the gh standard maintained in its esentation, and for the patriotic id humanitarian causes which you ive sponsored."

△

MINNEAPOLIS.—Sim Heller of inneapolis, owner of the Heller inependent circuit in northern Minsota, was elected chief barker of ent No. 12, Variety Club of the orthwest, succeeding LeRoy Miller, niversal branch manager. Serving ith Heller are Charles Winchell, st assistant; Joe Podoloff, second sistant; Saul Malisow, dough guy, id Tom Burke, property man.

△

SAN FRANCISCO.—Tent No. 32, ariety Club of Northern California, ected Nate Blumenfeld, chief barker the 1956 crew, and Stan Lefcourt, st assistant; Frank Harris, second sistant; Leslie Jacobs, dough guy, id Jack Marpole, property master. raham Kislingbury, Charles Maestri, arshall Naify, Henry Nasser, oward Schultz, and Ed Sonney ake up the rest of the crew.

△

CLEVELAND.—About 150 atnded the Variety Club dinner dance eld here in the Hollenden Hotel to y hail and farewell to the club's coming and outgoing chief barkers. ck Silverthorne, who has served two ears as top executive and in whose gime the club sponsored the Cereral Palsy Foundation School of leveland, was presented with a set golf clubs as a token of apeciation.

△

CINCINNATI.—Tent No. 3 of ariety Clubs International recently ected its 1956 officers. They are: obert C. McNabb, chief barker; m McDonald, first assistant; Abe laius, second assistant; Saul M. reenberg, property master, and illiam Onie, dough guy.

△

LAS VEGAS.—Recently elected 956 officers of Tent No. 39 of ariety Clubs International are, Fred lby, chief barker; Harry Farnow, st assistant; Eugene K. Murphy, cond assistant; Harry A. White, operty master, and Robert O. Canm, dough guy.

REVIEW:

Hell's Horizon

Columbia

THE CLIMACTIC PORTION of the Korean war—the Yalu River period—also forms the climactic portion of "Hell's Horizon," as American soldiers in a B-29 are assigned to bomb a bridge over the river which separates Manchuria from the controversial peninsula. With production reins in the hands of Wray Davis, the film provides some moments of real suspense, others where some excitement might be more than welcome. Good performances are turned in by John Ireland, Bill Williams, Marla English and Hugh Beaumont.

That trip to the Yalu, which consumes about two-thirds of the film's running time, is nothing if not eventful and perilous. Foul weather, under cover of which the airmen had hoped to escape detection, gives way to fair—followed by deadly enemy attacks. One American is killed, another is wounded, and a gas tank is hit. Even when the heroes reach their target and demolish it, their troubles are not over. A violent storm comes up during the trip back, and one man commits suicide by jumping from the plane. Finally the airmen make it back to their home base but not before they have been forced to make a crash landing and escape from the burning plane in the nick of time.

The events catalogued above are only a part of the ceaseless activity which Tom Gries, as writer, has invented for the actors in this film and then, functioning also as director, had them play at a frenzied pace. Or at least things are active when the heroes are in the air; for the first third of the running time, unfortunately, they are grounded—and so is the film. While the actors sit around playing cards and making small talk, their boredom is likely to infect the audience. Even a brief romance, between Miss English as an Okinawan half-caste and Larry Pennell as one of the airmen, with Ireland acting as a rival for her hand, doesn't help to alleviate the early tedium. Once off the ground, however, this picture is okay.

Running time, 80 minutes. General classification. For December release.

N.O. Variety Plans 'Heart' Telethon

NEW ORLEANS, Dec. 7.—Variety Tent 45 will present an 18-hour telethon here on Dec. 17-18, to raise funds by selling shares in health for its "Heart Project" and the United Cerebral Palsy Association of Louisiana, Henry G. Plitt, the New Orleans club's dough guy announced.

The telethon will originate from the Municipal Auditorium on WJMR-TV, channel 20. Film star Charles Heston will be master of ceremonies, with the possibility that Claudette Colbert may be the mistress of ceremonies, said Plitt. Also definitely scheduled will be Broadway star, Carol Ohmart, recently signed by Paramount for the lead role in the film "The Scarlet Hour."

All Services Donated

Plitt said everyone participating, including the star, are donating their services free. One fourth of the telethon collections, Plitt added, will go to Tulane and Louisiana State University medical schools for research. The rest will go toward a state cerebral palsy project to provide treatment for children and adults in small towns without facilities for treatment and to establish a new rehabilitation workshop here for those handicapped.

TNT Launching Big Closed-Circuit Slate

Theatre Network Television has announced that it is launching "the heaviest schedule of telecasts in the history of the closed-circuit industry." Contracts have been signed for 10 multi-city telecasts between Dec. 22 and April 21, with several more expected during the first quarter of 1956, it was said.

Sales for the period closed in the last few weeks have already gone over a $1,250,000, according to Nathan L. Halpern, T.N.T. president.

Four of the shows have been ordered on a one-a-month basis by the Upjohn Co. as a public relations project directed to physicians. Two have been scheduled by the General Electric Co., while one is planned as the fifth in a series for Smith, Kline & French Laboratories.

Two other major firms are expected to announce their programs in the near future.

Persaud Named WB Trinidad Manager

Albert R. Persaud, formerly acting manager of the Warner Bros. office in Trinidad, has been appointed manager of that office, according to Wolfe Cohen, president of Warner International.

Excuse Us, Herb!

H. H. Greenblatt

It was a case of the "right church but the wrong pew" yesterday when Motion Picture Daily announced that Herbert H. Greenblatt had been named Western sales manager of RKO Radio, with Nat Levy heading up the Eastern division. In this case, however, it was the right name but the wrong photo. Inadvertently, a cut of Arthur Greenblatt was printed with the story instead of that of Herbert H. Under the new setup, Greenblatt and Levy will be responsible for every phase of sales and distribution in their respective divisions.

'Dolls' to Hartford Independent House

Special to THE DAILY

HARTFORD, Dec. 7.—MGM has disclosed first Connecticut booking of "Guys and Dolls."

The Samuel Goldwyn musical will open at the Parsons, 1,200-seat downtown Hartford independent, on Dec. 23, with price scale not set as yet by theatre partners Bernie Menschell and John Calvocoressci. The house recently booked another Metro release, "Svengali." In recent years, MGM releases have been more or less confined to Loew's downtown theatres here.

CARE to Sponsor 'Conqueror' in D.C.

The Washington premiere of Howard Hughes' "The Conqueror," which will debut also in the other capitals of the world in late January, will be sponsored by CARE, one of the leading international charities, it was announced yesterday by Walter Branson, RKO's vice president in charge of distribution. The picture is scheduled to open at the Keith Theatre.

Mrs. Raymond Clapper, widow of the political newspaper columnist and a prominent figure in the capital, will direct the activities of the charity promotion.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 110. NEW YORK, U. S. A., FRIDAY, DECEMBER 9, 1955 TEN CENTS

$1.61 Per Share

Warner Year's Net Increases To $4,002,530

Gross Also Shows Rise Over Figures for 1954

A net profit of $4,002,530 for the ear ended Aug. 31 was reported for Warner Brothers yesterday by president Harry Warner. This represented an increase of $25,656 over the net earnings reported for the 1954 fiscal year when the net amounted to $3,976,874.

Harry Warner

The consolidated profit for the year, Warner pointed out in a statement to stockholders, was equivalent to $1.61 per share on 2,474,271 shares outstanding on Aug. 31. The

(Continued on page 4)

'Richard III' Will Have Day-and-Date Theatre, TV debut

London Films' production of 'Richard III," in VistaVision and color by Technicolor, will have its American premiere simultaneously at he Bijou Theatre here and as a 'spectacular" on the National Broadcasting Co.'s television network some ime between Feb. 27 and March 15, t was reported yesterday by an official of Lopert Films.

The official disclosed that Ilya Lopert, president of Lopert Films,

(Continued on page 4)

Expect Essaness Suit Closed Within Week

From THE DAILY Bureau

CHICAGO, Dec. 8.—It now appears probable that within the next week final papers in settlement of the Essaness anti-trust suit will be ready and that all parties involved will ap-

(Continued on page 4)

Myers 'Gratified But Not Surprised' at Judge Yankwich's 16mm. Suit Decision

Special to THE DAILY

WASHINGTON, Dec. 8.—Allied States Association general counsel Abram F. Myers said he was "gratified but not surprised" at Judge Yankwich's decision to dismiss the government's 16 mm. anti-trust case.

He added that he hoped the judge's decision "would be the final termination of this strange litigation," and that the government would not appeal it to the Supreme Court.

"In my judgment," Myers said, "the real target was the exhibitors, and not the defendants. This view is confirmed by the concluding arguments of government counsel, which I have just finished reading."

UA Status Discussed At Johnston Meeting

United Artists' status in the industry today—whether the company is still a member of the Motion Picture Association of America due to the Association's by-laws or whether the company's resignation takes immediate effect, was discussed here yesterday afternoon at a meeting between MPAA president Eric Johnston and UA executives Arthur B. Krim and Robert S. Benjamin.

It was said that Johnston called upon the UA president and board chairman to discuss the situation and the results of that meeting were not revealed.

Under the by-laws of the MPAA, a member is required to give six months' notice when terminating its

(Continued on page 4)

FJP to Map Plans For Drive Wednesday

Some 100 industry leaders have been invited to attend an informal dinner at the Hotel Pierre on Wednesday evening in connection with the amusement division's participation in the current 1955-56 Federation of Jewish Philanthropies campaign.

Highlight of the dinner will be a roundtable discussion of individual responsibility in communal affairs and the significant contributions being made by Federation's 116 affiliated agencies which annually serve more than 620,000 New Yorkers irrespective of their race or religion.

Final plans for the Hotel Pierre dinner which is one of a series of events planned for the coming weeks in the amusement division's program,

(Continued on page 4)

REVIEW:

The Court Martial Of Billy Mitchell

Warner Bros.—CinemaScope

Tribute to an American hero too long unsung is being handsomely and eloquently paid by Warner Bros. in a fine new film. The hero is General (later Colonel) Billy Mitchell, whose courageous efforts to awaken this country's military leaders to the need for a powerful air force after the first world war resulted in severe personal abuse before final vindication. With popular Gary Cooper as its star; with "The Court Martial of Billy Mitchell" as its intriguing title; and with CinemaScope and WarnerColor as additional selling factors, this picture should most certainly do the outstanding business at the box-office that it well deserves.

Undertaking to tell on the screen this touchy episode in recent American history, some of the participants in which are still living, must have given its makers considerable pause from the start. Once the decision was made, however, they went about the task intelligently

(Continued on page 4)

Initial Setback

Bid to Block Loew's Circuit Expansion Hit

Court Denies Snaper Status of Intervenor

Wilbur Snaper's Keyport Theatre Corp., not being a party to the Loew's consent decree, was denied the right to intervene here yesterday in Loew's Theatres Federal District Court application to erect a drive-in theatre in Raritan, N. J.

In rendering his decision, however, Judge Sidney Sugarman allowed the Keyport Theatre Corp., which operates the nearby Strand, in Keyport,

(Continued on page 4)

Lipton Outlines 'U' Pre-Selling Plans On 'Goodman Story'

From THE DAILY Bureau

HOLLYWOOD, Dec. 8.—Asserting that "more people will be exposed to the pre-selling of 'The Benny Goodman Story'" than any previous Universal picture, David A. Lipton, vice-president, addressed the company's sales and promotion executives at today's session of the sales conferences now under way at the studio.

David Lipton

Lipton outlined the company's promotion plans on the 12 film productions

(Continued on page 16)

Col. Declares Cash And Stock Dividends

The board of directors of Columbia Pictures yesterday declared its regular quarterly dividend of 30 cents per share on the common stock outstanding and voting trust certificates for common stock, payable Jan. 31,

(Continued on page 4)

PERSONAL MENTION

GEORGE LEWIS, secretary of Technicolor, Inc., will leave New York by plane tomorrow for Hollywood.

•

Paul Montague, Allied Artists Midwest press representative, will arrive in New York tomorrow from Chicago.

•

Herman M. Levy, general counsel of Theatre Owners of America, was in Hartford yesterday from New York.

•

William B. Zoellner, head of M-G-M short subject sales, will arrive in Dallas today from New Orleans.

•

Charles Levy, 20th Century-Fox national magazine contact, has returned to New York from Hollywood.

•

Dave Cantor, RKO Radio exploitation manager, returned to New York yesterday from Lexington, Ky.

•

Morris Keppner, of the Burnside Theatre Corp., East Hartford, Conn., has returned there from New York.

•

Arthur Canton, M-G-M Eastern press representative, will return to New York today from Buffalo.

•

Harold Cohen, distributor, and **Mrs. Cohen** have arrived in Hollywood from New York.

•

Bernard Menschell of Bercal Theatres, Inc., Hartford, has returned there from New York.

•

Vic Damone left New York for London yesterday via B.O.A.C. Monarch.

•

Sam Zimbalist, producer, returned to the Coast yesterday from New York.

N.Y. Censor Board Approves 'Arm'

Otto Preminger's production of "The Man With The Golden Arm," which has been refused a Production Code seal because of its narcotics theme, has been "approved as submitted" by the Motion Picture Division of New York State's Department of Education, a representative of United Artists declared yesterday.

The Catholic Legion of Decency, which has also viewed the controversial motion picture which UA is distributing, has not as yet announced its approval or disapproval of the film, the UA official said.

Regional Director Mayer

Sees 15% Increase in Loew Far and Near East Gross

By LESTER DINOFF

Loew's International business throughout the Near and Far East will increase at least 15 per cent in the 1955-56 fiscal year which commenced last Sept. 1, according to regional director Seymour Mayer, who yesterday disclosed that at present 620 theatres in the territories which fall within his realm are now equipped with Perspecta sound equipment.

Seymour Mayer

Mayer stated that M-G-M films, such as "Blackboard Jungle," "Love Me Or Leave Me," "The King's Thief" and "Trial," are doing "top business, thereby allowing me to forecast an excellent year for the company." He declined to state what Loew's International would gross in the Near and Far East, but said that the current fiscal year should end up "at least 15 per cent ahead of the 1954-55 comparable fiscal year."

Two in Egypt, 2 in India

The Loew's International executive reported that the company "would like to expand its theatre operations, but is hindered by governmental restrictions in a number of countries." Mayer said that Loew's International now has two theatres in Egypt and two in India.

Commenting on Perspecta sound, Mayer declared that the sound system "is universally accepted in the Near and Far East. Every major circuit account has Perspecta equipment."

Mayer also said that South Korea is "shaping up into a very good market" for the company despite the limited number of licenses which are given to Korean film importers. Mayer explained that the company doesn't have its own distribution organization in South Korea due to a governmental edict which requires a Korean national to have 51 per cent interest in a foreign company which wants to do business in that country.

Hopes for Global Plan

Commenting on the Motion Picture Export Association's committee which is seeking to devise a global license formula, Mayer said that "such a plan is highly desirable." He hoped that something could be formulated along these lines so that foreign nations, like Japan and Italy, wouldn't have to allocate the number of import licenses.

Sharp Dividend Rise By Industry Firms

From THE DAILY Bureau

WASHINGTON, Dec. 8.—Publicly reported cash dividends paid by industry firms amounted to $23,580,000 for the first 10 months of 1955, the Commerce Department reports.

This compares with $19,847,000 reported paid in the first 10 months of 1954. In October of this year industry companies paid out $1,695,000, compared to $1,241,000 paid out in the same month last year.

Companies Study Permit Formulae

Results of the tests conducted with various proposed world formulae for the division of permits are now in the hands of the film companies for study, it was learned here yesterday.

The tests, recently completed by the Motion Picture Export Association, will augment the work done with various formulae by individual foreign departments, it was explained. It is hoped by proponents for a world formula that the past and current work will evolve into one agreeable world formula, a step urged by MPEA president Eric Johnston and company presidents.

MPEA quarters denied a report that work on the world formulae has hit an impasse and is in the lap of company presidents. These sources stated that the next meeting of the 10-man committee, composed of representatives from all the MPEA companies and set up to work on the project, is awaiting the return here from Europe of Arnold M. Picker, United Artists vice-president in charge of foreign distribution. Picker is due back next Thursday.

Flinn East Sunday On 'Gunpoint' Plans

HOLLYWOOD, Dec. 8.—John C. Flinn, Allied Artists advertising-publicity director, will leave here by plane on Sunday for New York, where he will confer with Morey R. Goldstein, general sales manager, and Martin Davis on release and promotional plans for "At Gunpoint."

. . . NEWS ROUNDUP

Popcorn Assn. Renamed

Within a few weeks, Internation Popcorn Association will change i name officially to Popcorn and Co cessions Association. Thomas J. Su livan, executive vice-president of th organization, said it will be the sam organization, but with a broader hor zon calculated better to serve th popcorn and concessions industries.

■

Gulf States Meeting Slated

Allied Theatre Owners of Gu States has made arrangements wi the Roosevelt Hotel, New Orleans, f their 1956 annual convention, whic is slated to be held March 12-13.

■

Premiere to Aid College

The Dec. 26 opening night pe formance of "Oklahoma!" at t McVickers Theatre, Chicago, will a benefiit for Northwestern Unive sity Medical School. The evening being underwritten by Joseph Gui bault, president of Oklahoma Oil.

■

Kiddie Party in Houston

Theatre owners and managers Houston have joined with the Eight Marine Corps Reserve and the Jay cees in their third annual Christma toy drive for less fortunate childre now copyrighted as "Toys for Tots. From Dec. 14 through 21 each chil bringing a good used toy to a theatr will be given in excange a free thea tre pass. There will be container in all theatre lobbies.

■

Relight Alabama Theatre

The Coosa Theatre, renovated, ha been reopened in Gadsden, Ala., b M. C. Moore, a 40-year veteran o the theatre business, who came fron Jacksonville, Fla. Moore is past presi dent of the Southeastern Theatr Owners Assn.

NEW YORK THEATRES

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DOLORES GRAY . VIC DAMONE
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and The Music Hall's Great Christmas Show

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PEOPLE

Douglas Whitney will join RKO Radio Pictures in Hollywood on Monday as executive in charge of the RKO casting and talent department, it has been announced by **William Dozier**, vice-president in charge of production. Whitney has been a top agent at MCA for 10 years.

◆

Pat McDermott, manager of CBS-TV publicity on the West Coast for the past three years, will join the RKO Radio studio publicity department on Dec. 1, it has been announced by **Mervin Houser**, RKO studio publicity director.

◆

Edward C. Dowden, of Loew's Theatres, is one of the five Brooklynites honored with citations of the American Red Cross on the occasion of its 50th anniversary. He was honored for his "continuous cooperation" in aid of the various campaigns of the ARC.

◆

S. E. McDaniel, Florida exhibitor, is the new owner of the Jackson Drive-In, Graceville, Fla.

◆

Angelo Provinzano, president of Wisconsin Allied, has been named exhibitor chairman for the March of Dimes campaign here which starts in January.

◆

Frank Arena, seasonal manager of Loew's Twin Drive-In, Chicago, is substituting for the vacationing manager of the Normandy Drive-In, Jacksonville, Miss.

◆

Don Hassod has resigned as manager of Hamrick's Liberty, Portland, Ore., to become associated with the accounting department of Portland Traction.

◆

Gene E. Stout has been named publicity director of television station WPTZ, Philadelphia. She is well-known in Philadelphia television circles for her work as editor of "TV Guide" for the past two years.

WCBS-TV Buys 8 AAP Feature Films

WCBS-TV has purchased eight feature films from Associated Artists Productions, Inc., for first-run television showings in New York beginning next February, it was announced.

The eight films are "Lost Boundaries," "Donovan's Brain," "Captain Blackjack," "Close-up," "Tangier Assignment," "Open Secret," "Man From Planet X" and "The Star."

Automatic Device

New Type Projector to Be Marketed In Britain by Davis and Sheckman

By PETER BURNUP

LONDON, Dec. 8.—Under the name of Essoldomatic, a new company has been registered here with powers to deal in all kinds electronic, electrical, photographic and cinematograph appliances. It is understood, however, that it will be concerned primarily in the production and marketing of the device previously known as Essoldomatic, but now called Projectomatic.

John Davis of the J. Arthur Rank Organization is chairman and Sol Sheckman, chief of the Essoldo Circuit, is vice-chairman. On the board are representatives of J. Arthur Rank's British Optical and Precision Engineers and other Essoldo executives.

The device, said to be an automatic cine projector, was experimentally installed in one of Sheckman's theatres and excited considerable interest among leading projectionists. NATKE's Tom O'Brien sent out a circular to his members some months ago counselling them to give study to the general question of automation and in particular to study the Essoldo device.

So far, the device has been demonstrated to technicians only, but it is claimed it may well ease the problem, which is very acute in this country, of the shortage of projectionists. Formation of the new company followed lengthy negotiations between the Rank and Sheckman interests. It is understood the intention is to install a refinement of the prototype model in certain Rank theatres on an experimental basis.

Detroit Paper Strike Effect Is Studied

Special to THE DAILY

DETROIT, Dec. 8.—Detroit first and subsequent run theatres were queried yesterday as to the effect on business of the newspaper strike in effect since Dec. 1.

The answers are that while it has certainly not helped business the situation is still difficult to evaluate. The first few first-run openings were pre-sold before the strike started, exhibitors said. Customary decline at this season also was cited. The effect of added radio and television advertising is still unknown. Advertising in the emergency newspaper with perhaps 25 per cent of normal readership still remains a doubtful factor.

Television and radio stations continue booked to capacity spotwise.

Ginsberg Stresses Readership Angle

"Fan and national magazines are a vital, stimulating and extremely direct road to public interest in a motion picture," Henry Ginsberg, co-producer of Warner Bros.' "Giant" with George Stevens, said here yesterday.

"I have always found that there is no substitute for direct face-to-face meeting with the editors and writers for these magazines," Ginsberg went on.

Ginsberg made his statement upon conclusion of a press conference with magazine people at Warner Bros. home office. "I have learned again at first hand how productive an association between a producer and the magazines can be," he declared. "They began creating public interest in 'Giant,' even before it started shooting."

Lawyer Leads Probe Of Memphis Censors

MEMPHIS, Dec. 8.—Mayor-elect Edmund Orgill tonight appointed John W. Apperson, attorney, as chairman of the committee of Memphis citizens to study the censorship laws and the naming of a new board.

Apperson called a meeting for next Wednesday of representatives of motion picture industry, religious and educational leaders and other interested citizens to discuss the matter. Apperson will report to Orgill by Jan. 1, when Orgill becomes mayor.

13 TV Stations in 'Conqueror' Tieup

Thirteen television stations in 11 major cities have signified their intentions to participate in the TV-radio campaign which will herald the release of Howard Hughes' "The Conqueror," it was announced yesterday by Walter Branson, RKO's vice-president in charge of distribution. Five of the outlets belong to the Columbia Broadcasting System, four to the National Broadcasting Co., two to the American Broadcasting Co. and two to the Mutual Broadcasting System.

R. G. March Retires

R. G. March, veteran manager of 20th Century-Fox's exchange in St. John, New Brunswick, has retired effective this week, it was announced yesterday. Dawson Exley, previously salesman in the company's Toronto exchange and more recently salesman for the St. John office, assumes the management of that branch.

'Spoilers' to Palace

"The Spoilers," Universal-International's outdoor drama, will open at the RKO Palace Theatre here on Dec. 23.

Rates Slashed

Sponsored TV In UK Losing; Changes Near

From THE DAILY Bureau

LONDON, Dec. 8.—Apprehensive film men here have been reassured by the disclosure of drastic readjustment in the set-up of the London commercial television service.

It is freely stated that after nine weeks' operation the Monday-to-Friday service is losing up to £5,000 a day. It is obvious that potential advertisers are not supporting the programs to anything like the extent which had been anticipated and the morning advertising rates have been cut from £325 to £195 per minute.

In the London service area, 460,000 sets are in use which will pick up both the BBC and independent transmissions, representing an estimated peak viewing audience of 1½ millions. So far, only two of the commercial stations' regular programs have topped the million-audience mark. They are the Sunday night show from the London Palladium and "I Love Lucy."

Summer Slump Feared

It is pointed out that a heavy fall-off in viewing potential invariably occurs in summer and it is generally anticipated that further readjustment in programs will be necessary if the commercial service is to stand up to next summer's slump.

Significantly, the Midlands commercial station, scheduled to open on Feb. 17, has already announced that no morning programs will be sent out.

Glowmeter Continues Operating to Jan. 10

BUFFALO, Dec. 8.—The Glowmeter Corp. of North Tonawanda has been directed to continue operations until Jan. 10 as a debtor-in-possession under the Federal bankruptcy laws. Permission has been granted by Federal Judge Harold P. Burke on the request of Owen B. Augspurger, Jr., attorney for the corporation which manufactures motion picture screens.

Augspurger told the court that title to the plant had reverted to Harold A. Tracy of Norwich because none of the bids received for the property exceeded $231,000.

Previously the corporation had agreed to sell the plant at auction with all proceeds exceeding $231,000 to go to the corporation in consideration of an option it held on the property.

Asks Rogers Donations

DETROIT, Dec. 8.—James H. Ross, co-chairman of the exhibitors committee, has sent a local industry-wide appeal out in behalf of the Will Rogers Memorial Fund. Donations are to be sent Joe Rosen, branch manager of Universal here.

Loew's Bid

(*Continued from page* 1)

to present proof of its objections to Loew's Theatres' bid as *amicus curiae.* Judge Sugarman, at the same time, postponed the hearing date on Loew's Theatres' application from Monday to Dec. 19.

Seen Setback for Allied

The ruling was considered in some trade quarters as somewhat of a setback to Allied States' pronounced intentions to block the expansion of divorced circuits. At Tuesday's court hearing, Monroe Stein, attorney for the former Allied president, stressed the added legal strength which the status of an intervenor would give him, in arguing for his motion. But Judge Sugarman apparently sided with the arguments offered by counsel for Loew's Theatres and the Justice Department attorney, who contended that only parties to the consent decree could become parties to an action such as proposed by Loew's Theatres.

Allied's interest in the case was underlined by the court presence on Tuesday of Allied general counsel Abram F. Myers and Jack Kirsch, president of Illinois Allied.

Columbia Dividends

(*Continued from page* 1)

to company stockholders of record on Dec. 30.

The board also declared a 2½ per cent stock dividend on its outstanding common stock and voting trust certificates for common stock, payable in common stock on Jan. 31, to stockholders of record on Dec. 30.

Expect Essaness

(*Continued from page* 1)

pear in court for formal dismissal of the case.

The basis for a settlement of the $33,000,000 suit was reached in advance of trial here last September. Attorneys have been working on finalizing documents for the agreement since.

FJP to Map Plans

(*Continued from page* 1)

were set at a meeting held earlier this week in the office of Barney Balaban.

Adolph Schimel, chairman of the amusements division of this year's Federation campaign, will preside at the dinner.

'Mirror'-'Heidi' Tieup

A "Heidi and Peter" contest sponsored by the New York "Daily Mirror" will spotlight the American premiere engagement of the Lazar Wechsler production to youngsters in the New York metropolitan area. Designed to give support to the holiday run at the Little Carnegie, the coloring contest will be run for two weeks, backed by daily news and picture coverage.

The Court Martial Of Billy Mitchell

(CONTINUED FROM PAGE 1)

and forthrightly. The script by Milton Sperling (who also produced) and Emmet Lavery is almost documentary in its approach with no attempts made to insert any extraneous elements in the interests of melodramatic appeal.

There are, for example, only a couple of typical "action" scenes in the picture, and they occur in the beginning when crude demonstrations are given of the bombing of a battleship from the air. Neither is there any romantic interest—unless one counts the introduction of Elizabeth Montgomery as the wife of Jack Lord, who plays a naval officer and friend of Mitchell killed in the crash of the dirigible "Shenandoah." Her appearance is brief—but very vital later on in the film.

Such additional elements are not missed, for there is dramatic action and interest enough in the depiction of Mitchell's court martial and the events leading up to it. Of the latter, the press conference in which the hero made his famous charge of "treason" against the military leaders who were fighting all efforts to build an air force is the high point.

As staged by Otto Preminger, the court martial trial which follows is continually fascinating and never grows too complicated for the audience to follow. Its highlights are two—the first being the testimony of the aforementioned naval widow, which is presented as being the turning point in the case since through her Mitchell was able to introduce evidence to justify his charges. The second climax comes when Mitchell takes the stand himself and is cross-examined by Major Allan Guillion, who is shown as attempting to ridicule the defendant and all his ideas.

The audience will also be particularly interested in other famous personalities portrayed briefly in the film. They include Gen. Douglas MacArthur, Capt. Eddie Rickenbacker, Major Carl Spaatz, Gen. John J. Pershing, Fiorella LaGuardia, Adm. William S. Sims and President Coolidge. The period of the 20's has been brilliantly captured in the sets of William Kuehl and in the authenticity of the costumes by Howard Shoup.

Throughout the picture the mood of restraint and understatement in the writing is well conveyed in Preminger's direction and particularly in his handling of Cooper. Discarding most of his familiar "shy" mannerisms, the star delivers a strong and forceful performance. With one exception all the other actors are in key—Ralph Bellamy as Sen. Frank Reid and Charles Bickford as Gen. Guthrie being particularly outstanding. Only Rod Steiger, as the cross-examining major, tends toward overemphasis.

In this picture the Warner Bros. have provided yet another instance of "good picture-making" combined with an impressive example of "good citizenship."

Running time, 100 minutes. General audience classification. Release date, Dec. 31.

RICHARD GERTNER

Goldwyn to Coast After 10 Weeks Here

Samuel Goldwyn, producer of "Guys and Dolls," currently in its sixth week at the Capitol Theatre on Broadway, will depart for the coast tomorrow after 10 weeks in New York. During his stay in the cast, Goldwyn attended the world premiere of his motion picture here and also was on hand for the Midwestern premiere of "Guys and Dolls" at the Chicago Theatre in Chicago.

On March 17, Goldwyn will sail for Japan and be on hand for the Tokyo opening of the picture in April, next year. He will return to New York next May preliminary to his departure for Europe where he will spend the summer and attend premieres of "Guys and Dolls" in as many cities abroad as possible.

Radio, TV Policies Get Canada Probe

OTTAWA, Dec. 8.—Canadian government has appointed a three-man royal commission to probe licensing, control, finance and all other aspects of television and radio broadcasting policies. Commission comprises R. M. Fowler, lawyer, Montreal, chairman; James Stewart, bank executive, Toronto, and Edmond Turcotte, newspaper man, Montreal.

Martin Henry Dead

Funeral services were held here yesterday for Martin P. Henry, 50, president of Video Pictures, producers of films for television. Henry, from 1924 to 1930, served as assistant director in Hollywood for Paramount and 20th Century-Fox.

Warner Net

(*Continued from page* 1)

earnings for the previous year wer equal to $1.60 per share.

Income from film rentals, sale etc., amounted to $72,596,678, compared with $67,014,014 for the las fiscal year. Over-all income for th 1954-55 fiscal period totalled $76,991,500, as compared with $72,093,544 for the year ended Aug. 31, 1954 Costs and expenses came to $7,902,530 and $8,626,874, respectively, fo the comparative years.

Advances Pass $20 Million

Advances to independent producer this year amounted to $20,091,314 recoverable from the net proceed from distribution. In released productions, Warner Brothers has $6,790,087 while there is $6,955,344 i completed, but not released, picture In pictures now in production, th company has $6,305,883.

'Richard III'

(*Continued from page* 1)

and Robert Dowling, president o City Investing Corp., will leave her today for London to attend the Dec 13 British premiere of the pictur which stars Laurence Olivier, Clair Bloom, Ralph Richardson, Michae Redgrave and John Gielgud.

It was stated that Lopert Film will distribute "Richard III" domestically and that the Bijou engagemen will run "day-and-date" with the T showing "because we figure the T showing will boost the picture along. The theatrical presentation of "Richard III" will be on a reserved sea and two shows per day basis as th film runs two hours and 42 minutes the Lopert official said. NBC pai $500,000 in acquiring the British feature attraction's TV rights for a "one-shot" performance, the official said.

Has Deal for Five Films

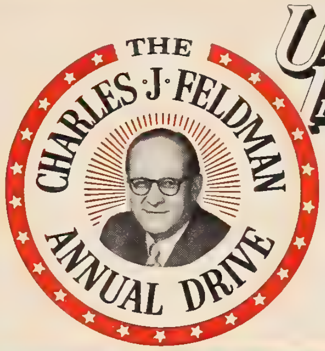
Lopert has a distribution deal wit United Artists which calls for fiv pictures and "Richard III" was sai to be one of the films included i the UA agreement. However, som time ago, UA vice-president Willia J. Heineman, in a trade press interview, declared that the compan would accept no picture for distribution if the film had its debut initiall on television.

UA Status

(*Continued from page* 1)

membership. UA, on Wednesday, announced its resignation from the association, notifying the MPAA that it resignation was effective immediatel due to "an understanding" that it wa allowed to sever its membership o immediate notice.

UA's announcement of its resignation from the MPAA, which wa signed by Krim, came on the heels o the MPAA's board of director's action in upholding Production Cod Administrator Geoffrey Shurlock i his refusal to grant a seal to Ott Preminger's production of "The Ma With the Golden Arm," which UA had financed 100 per cent.



Universal International

Look Forward

... Mr. Exhibitor to the greatest group of profit powered pictures in Universal history.
12 consecutive releases ... each specially selected for the Charles J. Feldman Annual Drive ......
guaranteeing a complete variety of product for all types of theatres ...
for all types of screens!

Universal-International Announces

"THE FORWARD LOOK" for '56!

FOR THE **CHARLES J. FELDMAN**
Annual Drive
January 1 – April 28

Again we invite Exhibitors everywhere to participate ... and LOOK FORWARD to the greatest profits ever!

The SECOND GREATEST SEX

IN CINEMASCOPE PRINT BY TECHNICOLOR

STARRING

JEANNE CRAIN · KITTY KALLEN
MAMIE VAN DOREN · KATHLEEN CASE

GEORGE NADER · BERT LAHR
KEITH ANDES · PAUL GILBERT

with TOMMY RALL · EDNA SKINNER · JIMMY BOYD · COUSIN EMMY · THE MIDWESTERNERS

AVAILABLE FOR THE CHARLES J. FELDMAN

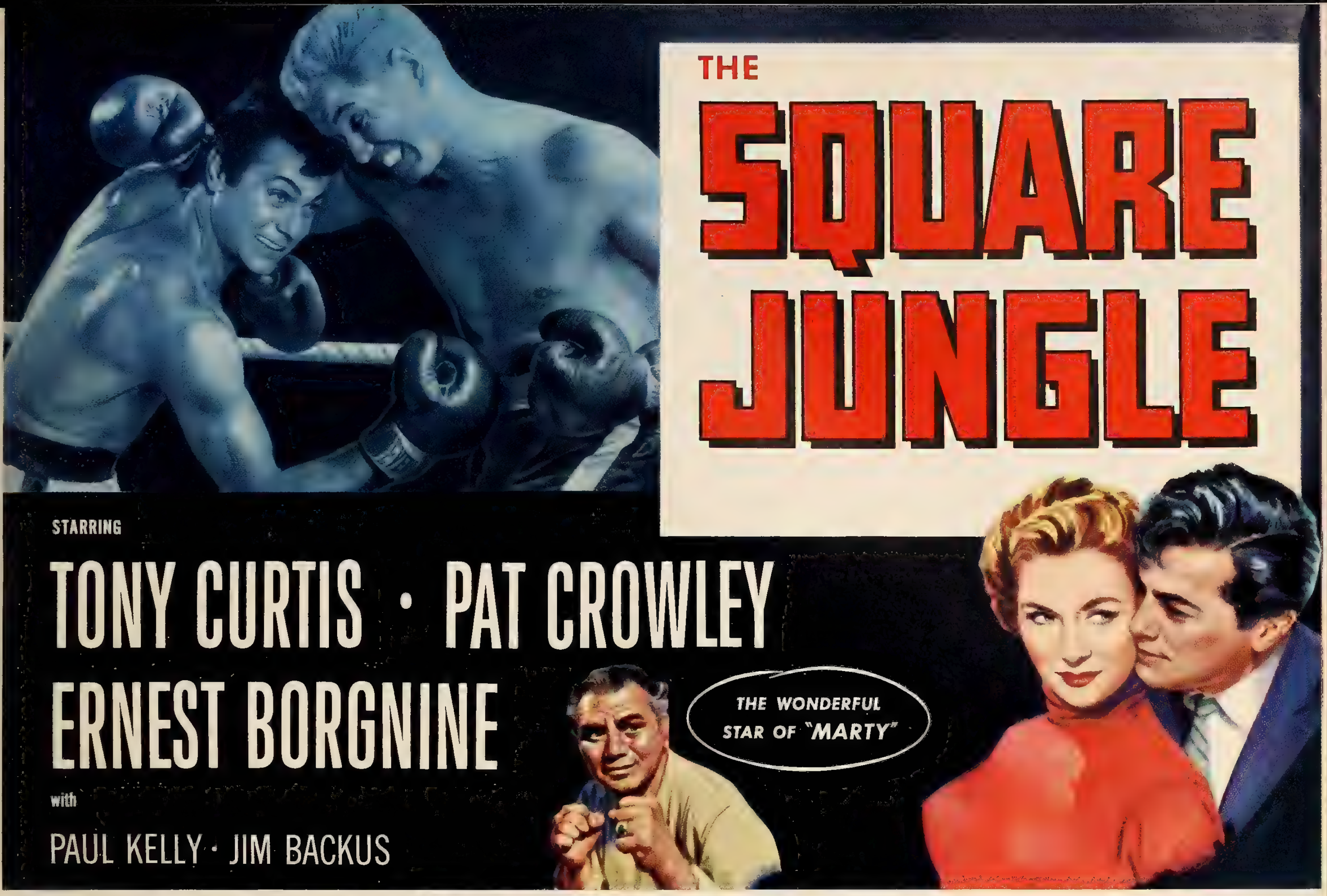
THE STARS OF *Magnificent Obsession* REUNITED IN ANOTHER GREAT MOTION PICTURE!

JANE WYMAN
ROCK HUDSON

All that Heaven Allows

PRINT BY TECHNICOLOR

with AGNES MOOREHEAD · CONRAD NAGEL · VIRGINIA GREY · GLORIA TALBOT · WILLIAM REYNOLDS



THE SQUARE JUNGLE

STARRING

TONY CURTIS · PAT CROWLEY

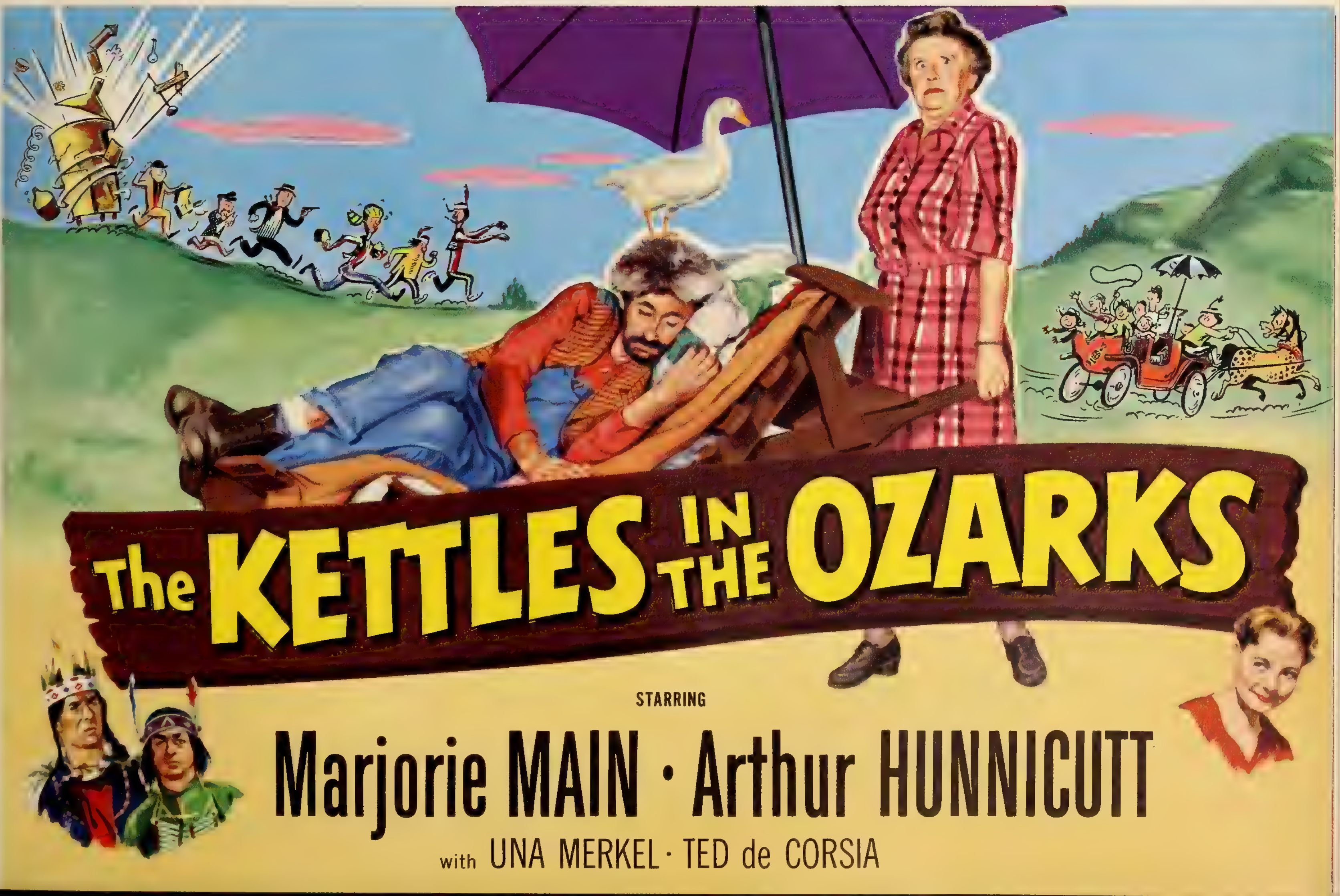
ERNEST BORGNINE

THE WONDERFUL STAR OF "MARTY"

with

PAUL KELLY · JIM BACKUS

ANNUAL DRIVE JANUARY 1 TO APRIL 28, 1956

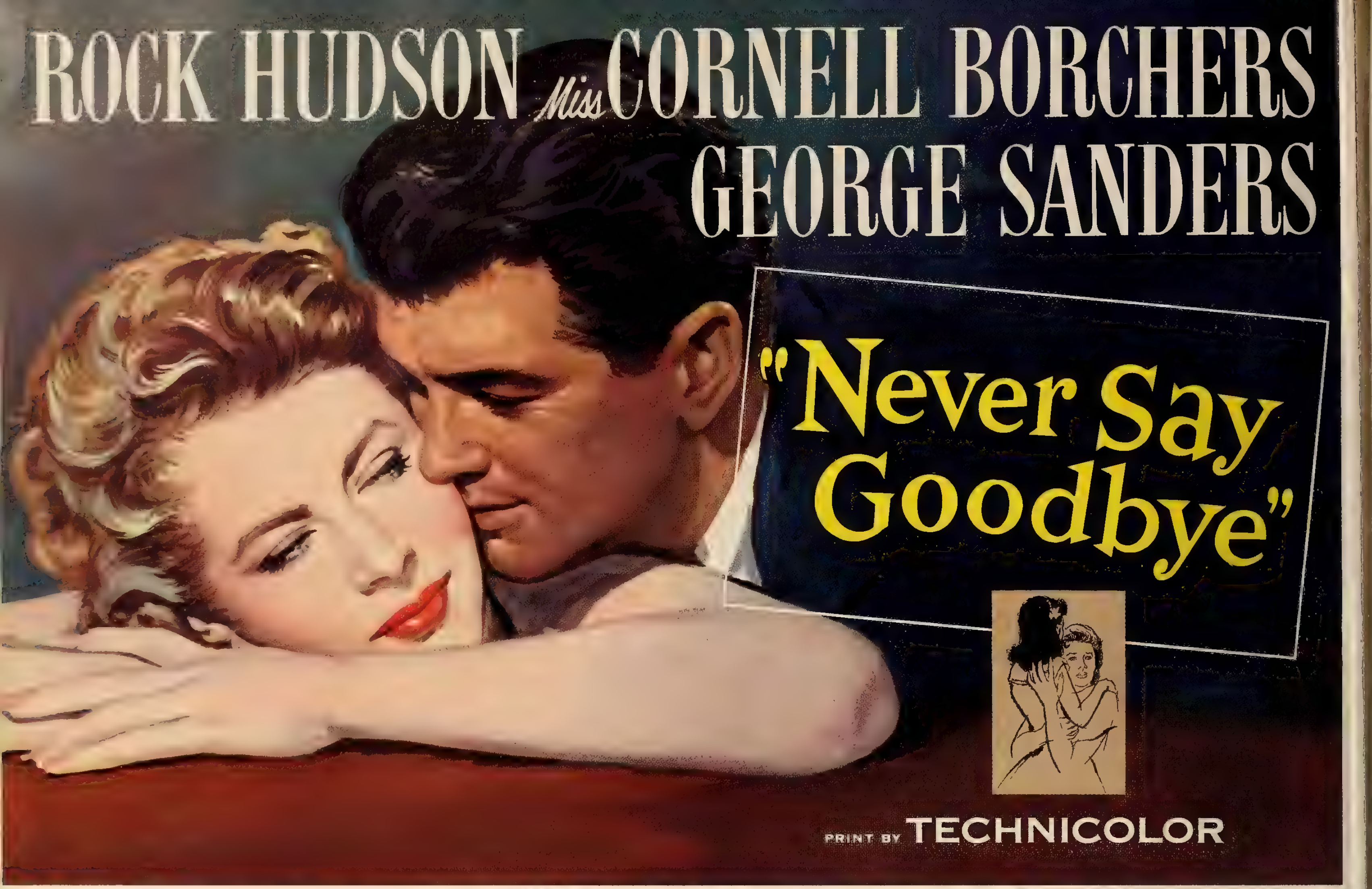


The KETTLES IN THE OZARKS

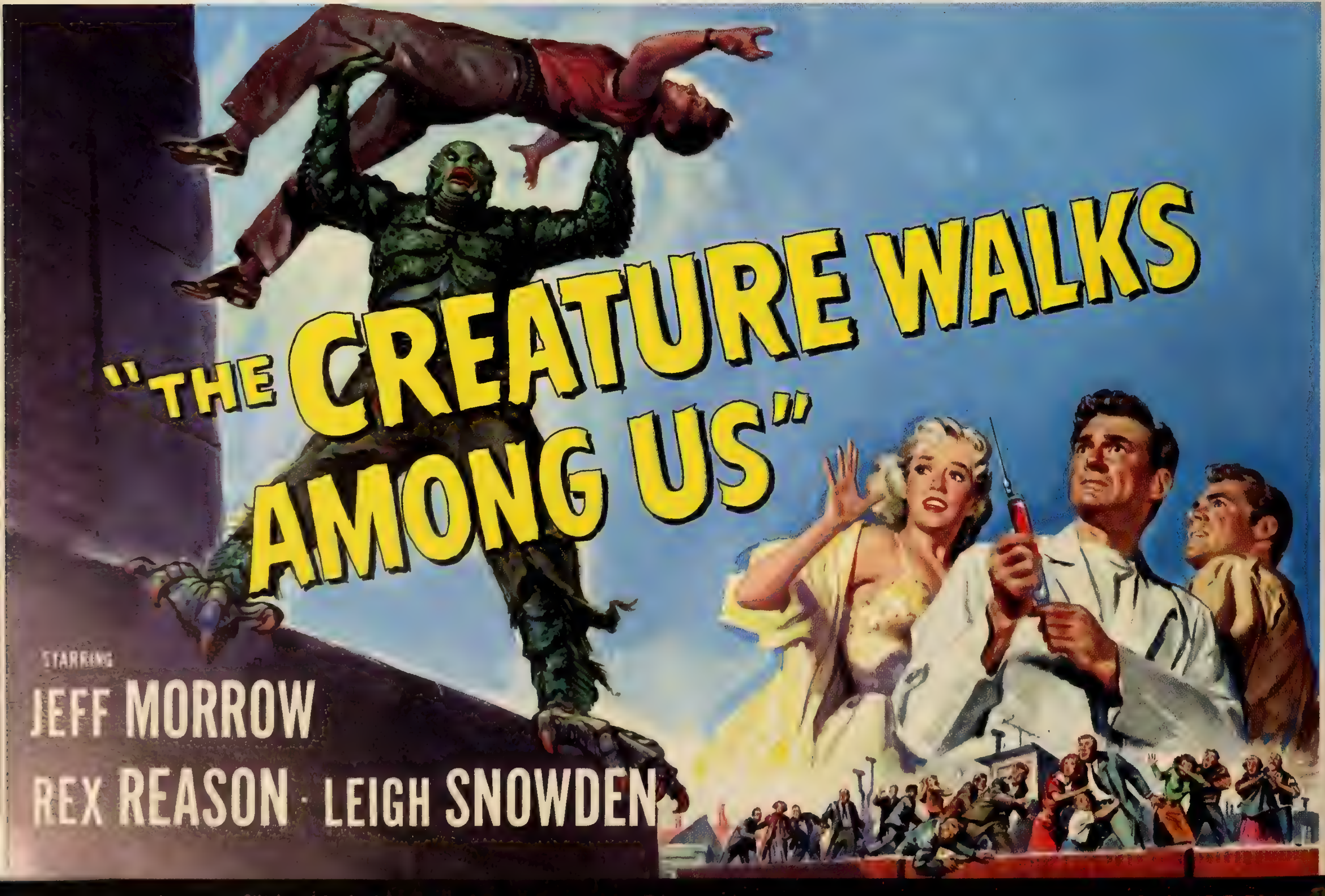
STARRING

Marjorie MAIN · Arthur HUNNICUTT

with UNA MERKEL · TED de CORSIA


ROCK HUDSON Miss CORNELL BORCHERS
GEORGE SANDERS
"Never Say Goodbye"
PRINT BY TECHNICOLOR

AVAILABLE FOR THE CHARLES J. FELDMAN


"THE CREATURE WALKS AMONG US"
STARRING
JEFF MORROW
REX REASON · LEIGH SNOWDEN

The Benny Goodman Story

COLOR BY
TECHNICOLOR

STARRING

STEVE ALLEN **DONNA REED**

with

GENE KRUPA · LIONEL HAMPTON · BEN POLLACK · TEDDY WILSON

EDWARD "KID" ORY and "GUEST STARS" · HARRY JAMES · MARTHA TILTON · ZIGGY ELMAN

and all the exciting Goodman hits!

ANNUAL DRIVE JANUARY 1 TO APRIL 28, 1956

Rex Beach's

The SPOILERS

STARRING **ANNE BAXTER · JEFF CHANDLER · RORY CALHOUN**

CO-STARRING
RAY DANTON · BARBARA BRITTON · JOHN McINTIRE

PRINT BY
TECHNICOLOR

with CARL BENTON REID · WALLACE FORD · RAYMOND WALBURN

AUDIE MURPHY
BARBARA RUSH

WORLD IN MY CORNER

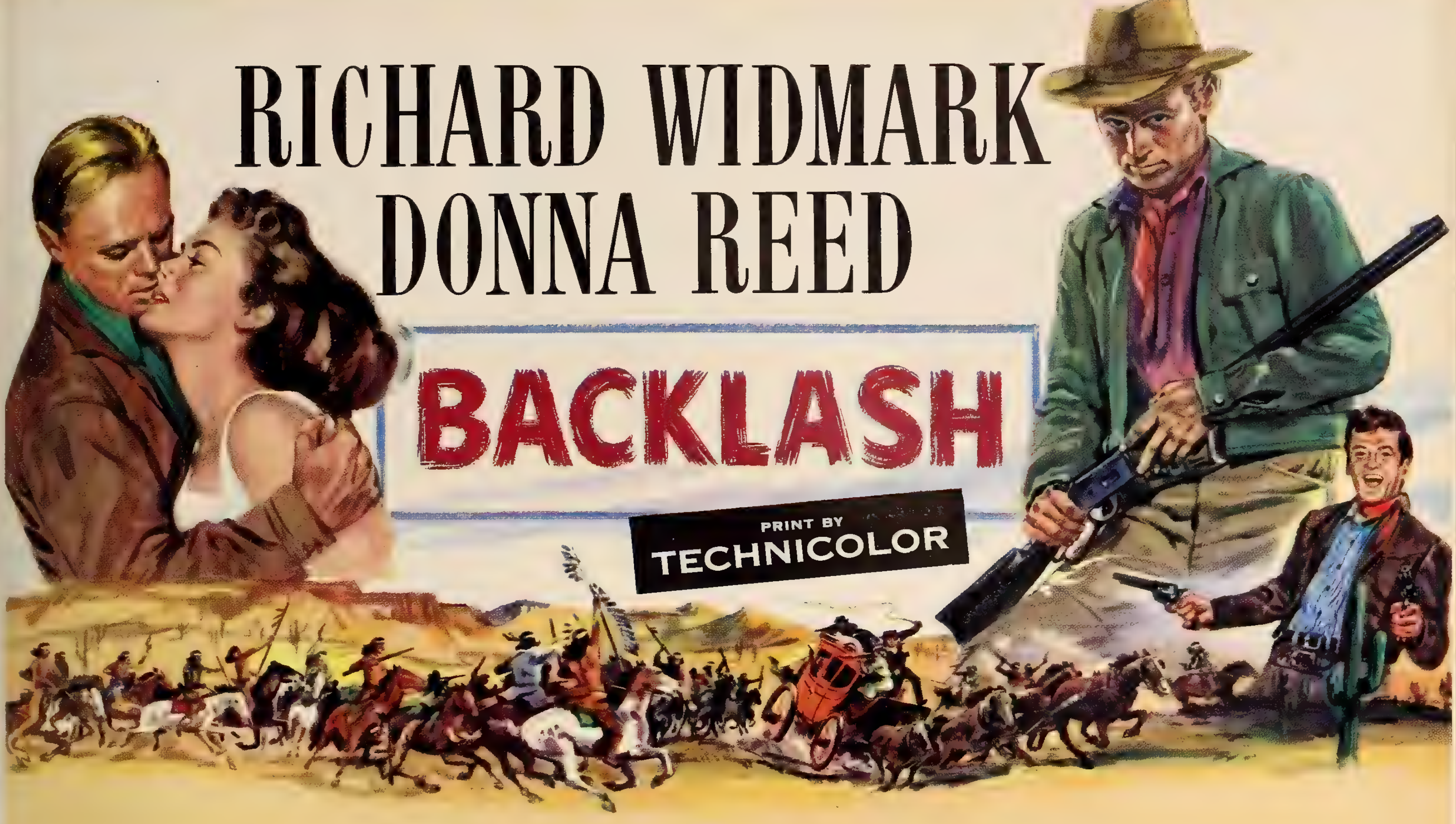
CO-STARRING
JEFF MORROW
JOHN McINTIRE
with HOWARD ST. JOHN

AVAILABLE FOR THE CHARLES J. FELDMAN

RED SUNDOWN

PRINT BY
TECHNICOLOR

Rory CALHOUN · Martha HYER · Dean JAGGER
with ROBERT MIDDLETON



RICHARD WIDMARK
DONNA REED

BACKLASH

PRINT BY TECHNICOLOR

CO-STARRING **WILLIAM CAMPBELL · JOHN McINTIRE**

ANNUAL DRIVE JANUARY 1 TO APRIL 28, 1956

BARBARA STANWYCK · FRED MacMURRAY
JOAN BENNETT

A MAN...
A WOMAN...
A TEMPTATION...
meet in the dangerous years of life!

"There's Always Tomorrow"

CO-STARRING **PAT CROWLEY**
WILLIAM REYNOLDS · GIGI PERREAU

...and these important Pictures currently in release

"THE PRIVATE WAR OF MAJOR BENSON"
print by Technicolor

"THE SHRIKE"

"FEMALE on the BEACH"

"KISS OF FIRE"
print by Technicolor

"TO HELL AND BACK"
in Cinemascope
print by Technicolor

"LADY GODIVA"
print by Technicolor

"THE NAKED DAWN"
print by Technicolor

"TARANTULA"

"RUNNING WILD"

Universal International

THE CHARLES J. FELDMAN ANNUAL DRIVE

Scenes from Forthcoming U-I Releases

GK
BG
TRIO
QUARTET

Steve Allen, (standing above) as Benny Goodman, reenacts with orchestra the 1938 jazz concert in Carnegie Hall in "The Benny Goodman Story," in Technicolor.

Jane Wyman inspects young spruce tree and her gardener who grew it, Rock Hudson, in this scene from "All That Heaven Allows."

Cozy domestic scene, left, showing Edna Skinner, Jeanne Crain, Sharon Bell, George Nader, Bert Lahr and, in tub, Jimmy Boyd, in "The Second Greatest Sex."

Above. Newcomer Cornell Borchers with Rock Hudson in a scene from "Never Say Goodbye." Color by Technicolor.

Left. Jeff Chandler unlooses haymaker to Rory Calhoun's jaw in "The Spoilers." Anne Baxter also is starred in the Technicolor production.

Below. Richard Widmark and Donna Reed, stars of "Backlash," in color by Technicolor, ponder their predicament in a besieged cabin.

Trainer Ernest Borgnine and Jim Backus, as Tony Curtis' father, in a pre-fight argument in dressing room as Curtis concentrates on the battle facing him in ring drama, "The Square Jungle." Also starred is Pat Crowley.

MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
(Dec. Releases) **THE SHACK OUT ON 101** Terry Moore Frank Lovejoy Keenan Wynn 80 min. (Rel. 12/4/55) (Rev. 1/25/55) **SUDDEN DANGER** Bill Elliott Tom Drake Beverly Garland 63 min. (Rel. 12/11/55)	(Dec. Releases) **A LAWLESS STREET** (Color) Randolph Scott Angela Lansbury Warner Anderson Jean Parker Wallace Ford John Emery O—78 **THE CROOKED WEB** Frank Lovejoy Mari Blanchard Richard Denning 77 min. (Rev. 12/2/55) **HELL'S HORIZON** John Ireland Marla English Bill Williams Hugh Beaumont 80 min.	(Dec. Releases) **I'LL CRY TOMORROW** Susan Hayward Richard Conte Jo Van Fleet **KISMET** (Color) Howard Keel Anne Blyth Vic Damone Dolores Gray CS (Rev. 12/6/55) 113 min.	(Dec. Release) **ARTISTS AND MODELS** (Color) Dean Martin Jerry Lewis Shirley MacLaine C—109 VV & PS (Rev. 11/9/55)	(Dec. Releases) **FLAME OF THE ISLANDS** (Color) Yvonne DeCarlo Howard Duff Zachary Scott (Rel. 12/1/55) **THE FIGHTING CHANCE** Rod Cameron Ben Cooper Julie London (Rel. 12/15/55)	(Dec. Release) **NAKED SEA** (Color) Documentary 70 min. (Rev. 10/28/55)	(Dec. Release) **RAINS OF RANCHIPUR** Lana Turner Richard Burton Michael Rennie	(Dec. Releases) **HEIDI AND PETER** (Color) Elsbeth Sigmund Thomas Clemath 89 min. (Rev. 12/2/55) **TOP GUN** Stirling Hayden William Bishop Karen Booth 73 min. **INDIAN FIGHTER** (Color) Kirk Douglas Diana Douglas Walter Abel Elsa Martinelli CS 88 min.	(Dec. Releases) **RUNNING WILD** William Campbell Mamie Van Doren 81 min. **TARANTULA** John Agar Mara Corday 80 min.	(Dec. Release) **THE COURT MARTIAL OF BILLY MITCHELL** (Color) Gary Cooper Ralph Bellamy Charles Bickford CS	**BUENA VISTA** (Dec. Release) **THE LITTLEST OUTLAW** (Color) 75 min. **I. F. E.** (Dec. Releases) **THE RETURN OF DON CAMILLO** Fernando and Gino Cervi **MADDALENA** Marta Toren Fernando and Gino Cervi
(Jan. Releases) **DIG THAT URANIUM** Leo Gorcey Huntz Hall Mary Beth Hughes (Rel. 1/8/56) 61 min. **AT GUN POINT** (Color) Fred MacMurray Dorothy Malone Walter Brennan CS (Rel. 1/11/55) 81 min.	(Jan. Releases) **THE LAST FRONTIER** (Color) Victor Mature Guy Madison Robert Preston James Whitmore CS O—98 min. **INSIDE DETROIT** Dennis O'Keefe Pat O'Brien 82 min.	(Jan. Release) **DIANE** (Color) Lana Turner Marissa Pavan Roger Moore CS (Rel. 1/6/56) 110 min.	(Jan. Release) **THE ROSE TATTOO** Anna Magnani Burt Lancaster Marissa Pavan VV (Rev. 11/1/55) 117 min.		(Jan. Release) **GLORY** (Color) Margaret O'Brien Walter Brennan Charlotte Greenwood John Lupton SS 100 min.	(Jan. Releases) **THE LIEUTENANT WORE SKIRTS** (Color) Tom Ewell Sheree North CS **BOTTOM OF THE BOTTLE** Joseph Cotten Van Johnson		(Jan. Releases) **SECOND GREATEST SEX** (Color) Jeanne Crain George Nader Kitty Kallen M—87 CS (Rev. 10/4/55) **THE SPOILERS** (Color) Anne Baxter Jeff Chandler Rory Calhoun 84 min. **THE SQUARE JUNGLE** Tony Curtis Pat Crowley Ernest Borgnine (Rev. 12/1/55) 85 min. **ALL THAT HEAVEN ALLOWS** (Color) Jane Wyman Rock Hudson Agnes Moorehead (Rev. 10/27/55) 89 min.	(Jan. Release) **HELL ON THE DOCK** (Color) Alan Ladd Edward G. Robinson CS 98 min.	(Jan. Releases) **LEASE OF LIFE** Robert Donat Adrienne Cori **RIVIERA** Martine Carol Ralph Vallone

Keys: SYSTEM: *CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.*

SOUND: *Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.*

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

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EMPLOYEES

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You are all **ELIGIBLE** *for* **FREE
TREATMENT and CARE** *at*
**WILL ROGERS
MEMORIAL
HOSPITAL** *at Saranac Lake, N.Y.*

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INDUSTRY EMPLOYEES

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AT LEAST
**ONE
HOURS
PAY...**

6th Annual *Christmas* **SALUTE**

Will Rogers Hospital gratefully acknowledges the contribution of advertising production by 20th Century-Fox Pictures, and of space by this Publisher.

TENT TALK

Variety Club News

CHICAGO—At the annual election of the Variety Club of Illinois, all officers and crew members were reelected. Again serving during the next year will be Jack Kirsch, chief barker; Nat Nathanson, first assistant; Lou Rhienheimer, second assistant; Jack Rose, secretary; Harry Balaban, dough guy. The board consists of Lou Goldberg, John Semadalas, Ralph Smitha, Sam Levinson and Bill Margolis.

Highlighting the election meeting was the presentation of a check totaling $63,415.81 to LaRabida Jackson Park Sanitarium. This amount represented the proceeds from recent city-wide theatre collections.

△

SAN FRANCISCO—L. S. Hamm, president of the Northern California Theatre Association, was reelected Variety Club Blind Baby Foundation president at the annual meeting. Also reelected were: Mrs. George T. Cameron and Rotus Harvey, vice-presidents; Henry Verdelin, treasurer and D. V. Nicholson, secretary.

△

BALTIMORE—A check for $40,000 was presented to the Pediatric Lutheran Hospital by Tent 19 at the 17th annual dinner dance held by the Variety Club here. Among the guests were George Hoover, international chief barker; Edward Emanuel, International property master, and Ralph Pries, International representative.

△

ALBANY, N. Y.—Twenty teams are canvassing prospects in the Big Brotherhood end of the Variety Club's drive for $20,000 on behalf of Camp Thacher. Captains include former chief barkers George H. Schenck, Jules Perlmutter, Nate Winig and Harry Lamont, as well as second assistant chief barker Norman Weitman and crew member Jack Goldberg.

Two Form TV Firm

HOLLYWOOD, Dec. 8.—Edgar B. Yuhl and Robert N. Larsen, both former vice-presidents of Mercury-International Productions, have formed a new television production company, North American Film Corp., to produce television commercials.

Branton East for Talks

HOLLYWOOD, Dec. 8.—G. Ralph Branton, president of Interstate Television Corp., subsidiary of Allied Artists, will leave here for New York by plane on Sunday for conferences at the Eastern offices of the company.

'U' Pre-Selling Plans

(*Continued from page 1*)

to be released during the first four months of 1956 as part of the Charles J. Feldman annual sales drive. The brand of showmanship selling which has become a tradition with U-I, will be intensified in the coming months with pictures such as "The Second Greatest Sex," "All That Heaven Allows," "The Spoilers," "Never Say Goodbye" and "Backlash" while such pictures like "The Kettles in the Ozarks" and "The Creature Walks Among Us" will receive the type of promotion campaigns which have made boxoffice successes of their predecessors in these categories, Lipton declared.

Predicts 'Billion Impressions'

Detailing the promotional campaign already under way and blueprinted on "The Benny Goodman Story" which will reach its climax with the world premiere in Chicago the first week in February, Lipton estimated that close to one billion impressions will have been achieved on television and radio alone on the picture. He also estimated that 57,000,000 copies of national magazines and fan magazines will have carried "The Benny Goodman Story" message with 47 national magazine breaks already recorded and scheduled for the coming weeks including every major publication.

Company's Biggest, He Says

"The national magazine advertising campaign on 'The Benny Goodman Story' is the biggest in the history of the company," Lipton announced, "with ads scheduled for 20 national magazines and Sunday supplements with a combined circulation of 48,938,884 and an estimated readership of close to 175,000,000 people." The ads are scheduled for "Life," "Look," "Collier's," "Coronet," "Redbook," "Seventeen," "This Week," "Parade," "Family Weekly," "Scholastic Roto," "Metronome," "Hi-Fi Music At Home," "Down Beat," "Charm," "TV Guide," "Photoplay," "TV Radio Mirror," "Motion Picture," "Screenland" and "Weekend Magazine."

To Use School, College Papers

Additionally more than 1,000 college newspapers and hundreds of high school papers are featuring "Benny Goodman Story" material.

A great mass of the public will also be exposed to messages about "The Benny Goodman Story" through several important national tie-ups with Eagle Clothes, the Fred Astaire Dance Studios and a national fashion in rhythm promotion, Lipton said.

"The Benny Goodman Story" will receive the most intensive and varied television and radio coverage ever accorded a motion picture," Lipton predicted, citing the tremendous television and radio promotional potential of both Steve Allen and Benny Goodman. Two special and distinct blueprinted, one involving Allen through his nightly network television show "Tonight" and his status as a top NBC personality which will see him appear on all important NBC network shows while the second campaign will be built around a series of network television and radio appearances being set for Benny Goodman including a special network salute in January.

Goodman, Allen Paired

Both Goodman and Allen will participate in the promotion of the world premiere and key city dates which follow with additional cross country selling tours being set for other personalities and leading authorities on the Benny Goodman era, Lipton stated.

Turning to "All That Heaven Allows" which has the same stars and producer-director combination as "Magnificent Obsession," Lipton pointed out that the same pattern of the successful pre-selling of "Magnificent Obsession" is being followed for "All That Heaven Allows."

Feldman Drive to Start on Jan. 1; to Run to April 28

HOLLYWOOD, Dec. 8.—Universal will launch its "Charles J. Feldman sales drive" on Jan. 1 with the theme, "The Forward Look for '56," it was announced here today by Alfred E. Daff, executive vice-president, at the concluding session of the company's sales conferences at the studio. The drive will end on April 28.

Twelve pictures, most of them screened for the sales and promotion executives during the course of their meetings, will be released during the four months of the Feldman drive period. They will be supported in the "traditional" U-I promotional manner to deliver the most effective selling impact to the nation's boxoffices, Daff said.

Valuable Awards Planned

More than $40,000 in prizes will be distributed in the Feldman sales drive to the company's division, district, branch and office managers, salesmen and bookers for the best billing results achieved during the drive period. In addition to the overall prize money, the branch managers will vie for 17 different "Man of the Week" awards in the form of special gifts from the company's top stars.

With the announcement of the Feldman sales drive and the outlining of the company's promotional plans by David A. Lipton, the important business sessions of the week-long sales conference was concluded. The division managers, F. J. A. McCarthy, Southern and Canadian sales manager; P. T. Dana, Eastern sales manager, and Foster M. Blake, Western sales manager, will leave Hollywood over the weekend to start a series of meetings in their territories with their district managers, branch managers and salesmen with the meetings scheduled for Los Angeles, New Orleans, Kansas City, Cincinnati, Chicago, Pittsburgh and New York.

REVIEW:

Inside Detroit

Columbia

DESPITE EFFORTS to give it the air a documentary expose of crime—cluding exterior photography tak on location—"Inside Detroit" is me ly a routine melodrama about the forts of gangsters to infiltrate an a workers' union. For the marqu there are the names of Pat O'Bri and Dennis O'Keefe, and the pict has a fair share of violence to inter the action fans.

As the villain, the gang lea seeking control of the union head by the noble O'Keefe, O'Brien p trays the type of character that fil goers will recognize as an an friend. He is the hoodlum who p up a respectable front; he has swank home in the fashionable part town and a loving wife, son a daughter who believe in his innocen

On the side, however, he runs t rackets in Detroit and keeps a mo This is eventually exposed to t horror of his son (who has fallen love with his father's girl frien and his daughter (who has fallen love with O'Keefe).

There is not much point in goi further into the plot, which gets u usually complicated before it is fina ly resolved in a gun duel in whi O'Keefe gets the better of O'Brie This is the high point of the film violence; outside of an automobi wreck and a bomb explosion in a re reational center, the rest of the acti is chiefly fisticuffs.

Running time, 82 minutes. Adu classification. For January release.

R.C

Fox Demonstrates 55mm. in S. Dakota

HURON, S. D., Dec. 8.—Despit four feet of snow and a temperatu of six degrees above zero, the demo stration of the new 55mm. Cinema Scope process conducted by 20t Century-Fox at the Huron Theatr here today was reported to have bee well attended and was hailed by at tending exhibitor and press guests.

The advanced CinemaScope system, being introduced early next yea with the production of Rodgers & Hammerstein's "Carousel," wa praised by members of the audien for its sharpness of focus, illusion o depth, clarity and lack of fall-off a both sides of the screen, it was said Attending were film trade figure from all parts of the state gathere at a South Dakota Exhibitors Association convention.

Guests were said to have praise the quality of sound reproduction an a number of orders for penthouse attachments, enabling theatres for optical sound to play CinemaScope productions in enhanced single track magnetic sound, were received.

The demonstration was co-hoste by M. A. Levy, 20th Century-Fo Mid-West division manager, and Fre J. Leslie, of the company's research organization.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 111 NEW YORK, U. S. A., MONDAY, DECEMBER 12, 1955 TEN CENTS

Davis Reveals

Rank Rejoins CEA in Unity Move in U.K.

'Grave Problems' Loom, The Industry Is Told

By PETER BURNUP

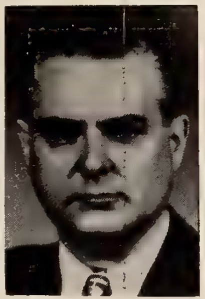
BIRMINGHAM, England, Dec. 11. —J. Arthur Rank's theatres have applied for readmission to the Cinematograph Exhibitors Ass'n, John Davis, managing director of the Rank Organization, told the annual banquet of CEA's Midlands Branch on Friday.

The announcement was made in the course of a fervent plea for trade unity by Davis, who said the industry faces grave problems in the near future. Pointing out that from now

(*Continued on page* 11)

Armour Heads Rep. Foreign Operations

Reginald Armour, formerly managing director of Republic Pictures International of Great Britain, has been appointed executive vice-president of Republic Pictures International and will supervise all Republic's foreign operations, effective immediately, president Herbert Yates announced.



Reginald Armour

Armour joined Republic International in 1949, became a vice-president the following year and in 1952 was

(*Continued on page* 11)

British Copyright Change Accepted

From THE DAILY Bureau

LONDON, Dec. 11.—The government has accepted an amendment to the Copyright Bill extending the copyright on films from 25 years to 50 years. The bill, which aims to modernize copyright law in Britain, is now passing through Parliament.

May Ask 50% Budget Hike for U.S.I.A.

From THE DAILY Bureau

WASHINGTON, Dec. 11.—The Eisenhower administration reportedly is planning to ask Congress for a 50 per cent increase in appropriations for the government's overseas information program.

Government officials said the Budget Bureau had tentatively approved a request for $130,000,000 for the U. S. Information Agency for the year beginning July 1. The agency was voted $85,000,000 for the current fiscal year.

President Eisenhower reportedly has okayed the extra money in the belief that the outcome of the Geneva Conference makes it more and more important that America's story be fully told in foreign countries.

Fox to Show 55mm. In N. Y. This Week

Preceding the start of key city exhibitor and press demonstrations of CinemaScope 55 throughout the United States and Canada next month, 20th Century-Fox has scheduled a series of four showings of the new process in New York this week for representatives of all major communications media.

The enhanced CinemaScope, to be introduced early next year via the release of Rodgers & Hammerstein's "Carousel," will be presented in

(*Continued on page* 2)

Barnes Answer to Myers

Allied Circuit Protest Is Rejected by D. of J.

Will Continue to Handle Applications For Expansion Without Any Changes

By J. A. OTTEN

WASHINGTON, Dec. 11.—The Justice Department has politely but firmly turned aside Allied States Association's protest against the way the department is handling applications for theatre acquisitions by the divorced circuits.

A letter from Assistant Attorney General Stanley N. Barnes to Allied general counsel Abram F. Myers declared the department will keep on handling and publicizing the applications just about the way it has.

Myers had forwarded to Barnes the resolution adopted by the Allied convention in November. That resolution asked the Justice Department to promise to notify exhibitors in an area promptly of any circuit's application for a theatre in that area, and to

(*Continued on page* 11)

UA Considers Itself Out of the MPAA Despite By-Laws

United Artists considers itself "no longer a member" of the Motion Picture Association of America due to an informal arrangement which was entered into by both parties when the distribution company rejoined the MPAA on Sept. 13, 1954, a UA executive declared here at the weekend.

When UA rejoined the association, after an absence of more than nine years, Robert S. Benjamin, chairman of the board, pointed out in his statement that "we are interested in preserving the right of our independent producers to bring adult entertainment to the screen . . . if it can not be done, we are free to resign from

(*Continued on page* 2)

Television Today

IN THIS ISSUE **PAGE 7**

- **A talk with Irving Asher, formerly a major force in the production of theatrical motion pictures, and now —for the last three weeks—head of 20th-Fox's TCF TV film production subsidiary.**
- **The intimate, revealing reasons behind the continued popularity of Ziv's "I Led Three Lives," currently in its third-year cycle.**
- **Names Making the News in Television Today.**

Christmas Show for Will Rogers Patients

New York's Cinema Lodge of B'nai B'rith with the cooperation of the American Guild of Variety Artists will sponsor, for the second consecutive year, a special Christmas gift for the patients of the entertainment industry's Will Rogers

(*Continued on page* 11)

Detroit Theatre Ads In New York 'Times'

Special to THE DAILY

DETROIT, Dec. 11. — Sol Krim, operator of the Krum, art theatre here, is reaching for customers. Beginning tomorrow the New York "Times" will carry Krim Theatre advertising!

Asked for his reasons for doing this, Krim said it was necessitated by the newspaper strike here. He already is advertising in weeklies, the emergency "Detroit Reporter" and all the language papers. But, he feels, his type of clientele can best be reached in Detroit at this time through the New York "Times," to which many art theatre patrons subscribe here.

PERSONAL MENTION

R. EDWARD WARN, Westrex Corp. vice-president, is in Hollywood from New York.

•

William Perry Rosen, son of **Sam Rosen**, of the Lockwood-Gordon Connecticut Theatres, is honeymooning in Bermuda with his bride, the former **Shirley Adams** of Hartford.

•

John Schlesinger, managing director of African Consolidated Theatres, Johannesburg, returned to London from New York on Saturday via B.O.A.C. Monarch.

•

Eric Johnston, president of the Motion Picture Association of America, has returned to Washington from New York.

•

Ted Harris, of the State Theatre, Hartford, has returned there from New York.

•

Harold Davisson, talent agent, left here yesterday for London via B.O.A.C.

•

Alan Hartman, in charge of commercial sales for RKO Pathe, left here Friday for Miami Beach.

•

George Roscoe, sales manager for Columbia Pictures in Atlanta, has returned there from New York.

•

Charles Simpson, of the State Theatre, Chattanooga, has returned there from New York.

•

Ernest Borgnine returned to Hollywood on Friday from New York.

•

Adolphe Menjou has returned to New York from Paris.

'U' Foreign Drive To Start on Jan. 1

The 1956 Daff drive, annual sales salute of Universal-International's foreign department to Alfred E. Daff, president of the overseas subsidiary and executive vice-president of Universal Pictures, will get underway throughout the world on January 1. The announcement was made here by assistant foreign manager Ben M. Cohn in the absence of foreign general manager Americo Aboaf who is currently in Europe on a five-week business trip.

With the slogan "Non-Stop to the Top!" 40 U-I overseas branches will participate in the 17-week sales effort which will run from Jan. 1 to April 28.

King of Thailand to Sponsor 'Conqueror'

King Phumipon of Thailand will sponsor the Bangkok premiere of Howard Hughes' "The Conqueror" on Jan. 22 at the Chalerm Phai Theatre, it was announced over the weekend by Walter Branson, RKO's vice president in charge of distribution. Proceeds of the premiere will go to charities selected personally by His Majesty.

Bryson to the Board Of Col. International

From THE DAILY Bureau

LONDON, Dec. 11.—E. J. Bryson, Columbia Pictures International sales manager since 1952, has been appointed a director of the company, it was announced by newly-appointed vice-president M. J. Frankovich.

Frankovich, who revealed Bryson's appointment at a press conference, predicted that Columbia "will gross with its own product more from overseas than in the American market."

Commenting further on his prediction, Frankovich declared: "This is only the beginning. Columbia's overseas earnings in the 1956 fiscal year will not only be greater, but will exceed our American earnings by an even greater percentage." He said that one of the reasons for this is the large amount of money which Columbia has invested in "local" production.

Bryson was named Columbia International sales manager in London in 1952. He joined the film company in 1934.

AMPA Christmas Party on Dec. 20

The 39th annual Christmas party of the Associated Motion Picture Advertisers will be held in the Piccadilly Hotel on Dec. 20, it was announced by David Bader, president.

AMPA for 39 years has held its traditional open house luncheons and besides members and friends in attendance, a well-known master of ceremonies usually handles the affair. One will be announced next week.

Bookers Install Officers

The Motion Picture Bookers Club of New York will install new officers at its annual dinner, which will be presided over by Max E. Youngstein, United Artists vice-president, at the Tavern-On-The-Green here tonight. Officers to be installed for the 1956 year are Max Fried, president; Ben Drexler, first vice-president; Sidney Klein, second vice-president; James Davidson, treasurer; Marvin Friedlander, financial secretary, and Shirley Levy, recording secretary.

UA and MPAA

(*Continued from page 1*)

be done, we are free to resign from the association."

However, a spokesman for the MPAA stated here at the weekend that association officials, on the basis of UA's letter notifying the organization that "UA is tendering its resignation," feel and "would like to think that this resignation is not final and immediately effective." He pointed out that all MPAA members, with the exception of UA, had to give the association a one year notice when resigning. He also confirmed that UA had a special arrangement giving the company the right to terminate its membership instantly.

55mm. for N.Y.

(*Continued from page 1*)

special half-hour programs at the film company's Little Theatre here. All showings are set for Wednesday, at 2:30 P. M., 4:30 P. M., 6 and 7 P. M.

Present at the demonstrations will be representatives of the film industry and general press, film writers and critics, nationally-syndicated columnists, feature syndicate writers, magazine editors and members of their staffs, television and radio executives and personalities, and student editors.

'Heidi and Peter' to Open in N.Y. Today

United Artists' "Heidi and Peter" will have its American premiere today at the Little Carnegie Theatre in New York, climaxing an advance campaign brought to an estimated 1,400,000 youngsters in the New York-New Jersey-Connecticut area via school promotions, book store and library displays, giveaways and TV-radio support, it was announced.

Fred Gygax, Swiss Consul General in New York, and members of the Swiss embassy in Washington, will be guests of honor at the premiere performance.

Plan Big TV, Radio Drive for 'Glory'

An extensive radio and television campaign for RKO Radio Pictures "Glory" has been set for its Blue Grass premiere next month, it was announced here by the company at the weekend.

With over 200 dates already booked, saturation campaigns will originate in the Cleveland, Cincinnati and Indianapolis territory, with particular emphasis in Lexington, Ky., where the picture will have its world premiere at the Kentucky Theatre on Jan. 11.

Committee Named t Make a Study of Memphis Censorship

Special to THE DAILY

MEMPHIS, Dec. 11.—A five-member committee will study the Memphis censorship problem and mak recommendations for the city's futur course. John Apperson, attorney, wh was appointed chairman of the censorship study committee by Mayor elect Edmund Orgill, has named thes to work with him:

Dr. Donald Henning, rector o Calvary Episcopal Church; Dr. M. W Lathram, Jr., psychiatrist; John A Osoinach, attorney; Dr. Peyto Rhodes, president of Southwestern.

Anderson said the public would b welcome at a discussion meeting o Wednesday. The committee's objectives, Apperson said, will be:

1) To determine if Memphis ha any further need for a censorshi board; 2) If it is determined ther should be a board, what should b its duties and responsibilities? 3 How many members should be o the board? 4) What should they b paid? and 5) If there is a board, wh should be appointed to it?

'Rose Tattoo' to Bow Tonight at Astor

An entertainment highlight of the fall season will take place here tonight when Hal Wallis' production for Paramount of Tennessee Williams' "The Rose Tattoo," will have its world premiere at the Astor Theatre. A turnout of film industry executives, civic and business leaders and diplomats as well as top stars of screen, stage and television will witness the debut of the film, starring Burt Lancaster and Anna Magnani, which is being held in conjunction with the Actors' Studio second annual benefit.

Heading the gathering will be New York's Mayor Robert F. Wagner, who will act as honorary manager of the Astor Theatre for the event. In this extra-curricular capacity, the mayor will supervise the activities of stage and screen stars Marilyn Monroe, Helen Hayes, Joan Crawford, Leslie Caron, Joyce Grenfell, Viveca Lindfors, Geraldine Page, Rita Gam and Dagmar, who will serve as usherettes.

Set 128 Yuletide 'Ranchipur' Bows

"The Rains of Ranchipur," 20th Century-Fox's Christmas holiday attraction, will bow in 128 situations during the yuletide season, the company announced here.

It will open in the 128 situations following its premiere here at the Roxy on Thursday and at the Chinese, Los Angeles the following day.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club. Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sxth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-president; Leo J. Brady. Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

PEOPLE

Joe Reynolds, manager of the Towne Theatre, Milwaukee, has been named "Personality of Month" by the Better Films Council of Milwaukee County. **Mrs. Fred Rosenkranz,** president of the council, paid tribute to the work Reynolds did for children's matinees when manager of the Oriental Theatre.

◆

Ted Meyer has joined Sandy Howard Productions as director of publicity and promotion. Meyer formerly did publicity for Music Corp. of America and Columbia Pictures.

◆

Vincent Ochas, of the Adrian Drive-in Theatre, Detroit, is announced as the creator of the winning slogan at the recent National Allied Convention in Chicago. His prize is a popcorn machine.

◆

Danny Williams, whose "3-D Danny" adventure series is seen and heard on WKY-TV, Oklahoma City, has formed the Universe Science Club to promote an interest in science and in science productions among his young fans.

◆

Ernest Reid, one of Canada's top film directors and a writer, has been retained by Associated Screen News, Ltd., for important film assignments.

New AAP Posts for Katz and Richek

Eliot Hyman, president of Associated Artists Productions, Inc., has announced that Norman Katz, foreign sales manager, will assume full charge of all theatrical distribution for AAP and Dominant Pictures Corp.

Dominant Pictures is Associated Artists' theatrical subsidiary for the United States and Canada, while features released abroad are under the AAP label.

Katz, named vice-president in charge of distribution, will continue to handle foreign sales.

At the same time, Herbert Richek, theatrical booking chief, was appointed general manager of Dominant Pictures, in addition to his duties as home office manager of AAP.

Retain Fialkoff

The Herman Fialkoff theatrical agency has been retained by the Schine Circuit to book live talent for several of its theatres. The Schine theatres, which will resume a staff-show policy to be booked through the Fialkoff agency are the Ben Ali, Lexington, Ky.; Jefferson, Auburn, N. Y., and the Salisbury, Salisbury, Md.

Program Quality a Factor

Predict 250,000 Color TV Sales to Public Next Year

From THE DAILY Bureau

Television Today..

WASHINGTON, Dec. 11.—Many television industry leaders believe that at least 250,000 color television sets will be sold next year, according to James D. Secrest, executive vice-president of the Radio-Electronics-Television Manufacturers Association.

Secrest pointed out, however, that the governing factor will be the number and quality of color broadcasts.

No new record is expected, Secrest said, in total number of television sets produced during 1956. He emphasized that 1955 production is at record levels.

Total TV set sales during 1956, including color sets, will run at about 7,300,000, about 400,000 below the expected total for 1955, Secrest predicted. However, the total amount spent by consumers for TV sets next year will just about equal the $1,900,000,000 expected this year, due to the large number of more-expensive color sets, he stated.

October Even With September

Meanwhile, RETMA reported TV set output in October remained just about at September levels. A total of 759,735 sets was produced in a four-week October period, compared with 939,515 sets in a five-week September period. The October, 1954, total was 921,476 sets.

TV set production in the first 10 months of 1955 amounted to 6,520,241 sets, compared with 5,654,791 in the like 1954 period. Of the 1955 output, 977,537 had UHF facilities.

Heart Attack Fatal to Shelby, NBC V-P

Robert E. Shelby, vice-president and chief engineer of the National Broadcasting Co., died unexpectedly of a heart attack at his home in Teaneck, N. J. He was 49 years old.

A pioneer in the development of black-and-white and color television, Shelby had been associated with NBC since 1929. He was promoted to vice-president and chief engineer in July of 1954.

Swedish Film Rights To Gaston Hakim Co.

Gaston Hakim Productions, Inc., has acquired the United States distribution rights to "The Naked Night," grand prize winner of the International Film Festival of Brazil in 1954. The picture was produced in Sweden under the direction of Ingmar Bergman, who also wrote the screen play.

The film is now being prepared for an American premiere early next year.

'Long Walk' to AA

"The Long Walk," an original screen story by Bill Winthrop, has been acquired by Allied Artists as a starring vehicle for Fred MacMurray.

Toll TV Unit to Set Funds After Decision

The Federal Communications Commission's decision in regard to subscription television will determine the amount of money which the Committee Against Pay-TV will need to continue, if necessary, the anti-toll-TV campaign, Philip Harling, committee treasurer, stated here at the weekend.

No Immediate Plans

Harling said that the committee had no immediate plans to secure more funds for the opposition campaign as the FCC is studying the filed toll-TV briefs.

Once a decision is handed down, then a course of action will be undertaken, he said.

Commenting on a proposal to produce a trailer stating opposition to subscription television, the committee treasurer said that this had been shelved.

'Gala' Premiere for 'Mitchell' Dec. 21

"The Court-Martial of Billy Mitchell," Warner Bros.' drama, will have a special "gala" invitational premiere at the Criterion Theatre in Times Square, New York, on Dec. 21, at 8 P. M. Regular showing of the film that stars Gary Cooper in the title role will begin the next day.

The premiere will be a full-scale event with Hollywood stars, military and civic leaders and other dignitaries in attendance, Warners announced.

SPG Opens Contract Meetings With UA

The Screen Publicists Guild (District No. 65) has opened negotiations with United Artists seeking a new two-year contract, effective Jan. 1, for its membership in the UA advertising, publicity and exploitation departments.

Among the principal demands by SPG is a general wage increase for the UA publicists.

Hold Suspect

BUFFALO, Dec. 11.—Charles Kalthoff, former manager of the Regent Theatre in Geneva, has been returned to that city from Baltimore to face charges of absconding with $1,000 in theatre receipts. Kalthoff, sought since Oct. 31, gave himself up to Baltimore police when all but $1 of his funds were gone.

Seltzer Tells Plans

A $10,000,000 Lineup in View For H-L in '56

Hecht-Lancaster Productions will prepare $10,000,000 worth of product for United Artists release during 1956, according to H-L vice-president Walter Seltzer, who reported here at the weekend that the independent production company "has not and is not" discussing any producing deals with other distributing companies, such as RKO Radio Pictures, as reported.

Seltzer declared that Hecht-Lancaster is going to produce at least five top pictures in 1956, all with UA financial backing. He also said that the company had acquired a stage property, "Zorba, the Greek," and hoped to get that into production at the studios also during the coming year.

Lancaster Not Retiring

The H-L vice-president said that Burt Lancaster would star in "The Devils' Disciple," which Harold Hecht will produce. Seltzer said that Lancaster was trying to shift his career from in front of the cameras to behind them and that the performer had "no other plans to retire."

The other four pictures which H-L has set on its production schedule are "Bachelor Party," which Hecht will produce; "Tell It on the Drums," which James Hill will produce in Africa; "Elephant Bill," which James Webb will produce in Ceylon with Sophia Loren in the leading role, and "The Last Chukka."

Seltzer also reported that Hecht-Lancaster Productions recently had completed a new headquarters building in Hollywood at the cost of $300,000.

'Golden Arm' Debut Here on Thursday

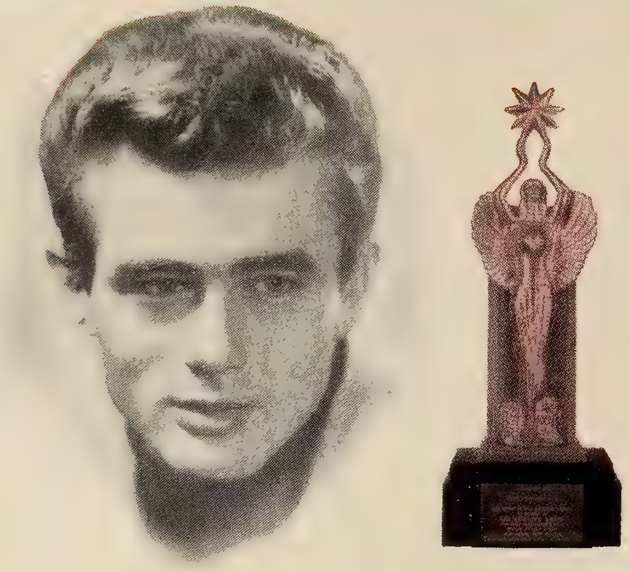
A cross-section of celebrities will attend the world premiere of Otto Preminger's "The Man With The Golden Arm" at the Victoria Theatre on Thursday. The first night guests will include notables of the arts, business world, stage, screen, television and press.

"Gala" opening-night festivities are expected to draw a capacity crowd to the Victoria for this first public showing of the United Artists release starring Frank Sinatra, Eleanor Parker and Kim Novak. Producer-director Preminger will be on hand to welcome the guests.

Shean Joins B.V.

Jim Shean, a script writer of juvenile shows on radio and television, has joined the staff of Buena Vista Film Distribution Co., as a copywriter, it was announced by Albert Margolies, Buena Vista's director of advertising and publicity.

NATION'S MOVIEGO
AUDIENCE AWARDS



BEST ACTOR OF THE YEAR

JAMES DEAN

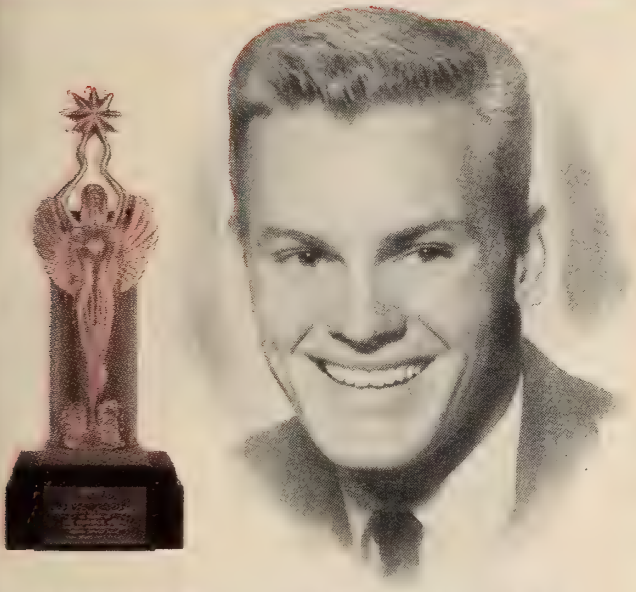
"EAST OF EDEN"
"REBEL WITHOUT A CAUSE"
NOW BOOKING!

BEST PICTURE OF THE YEAR

"MISTER ROBERTS"

NOW BOOKING!

S VOTE 4 OUT OF 5
FOR WARNER BROS!



MOST PROMISING
MALE PERSONALITY

TAB
HUNTER

"BATTLE CRY"
"TRACK OF THE CAT"
"THE SEA CHASE"
NOW BOOKING!

MOST PROMISING
FEMALE PERSONALITY

PEGGY
LEE

"PETE KELLY'S BLUES"
NOW BOOKING!

National
ARC CARBONS

NATIONAL TRADE-MARK Carbons mean business:

■ Every element of exhibitor promotion contributes its share to the comfort and entertainment of your patrons. By far the most important of these elements is the *quality of the picture on your screen.*

That picture is *light,* and it's National Carbon's business to see that you get the *most* light possible at the *least* possible cost. It's bound to make a difference to your patrons — and *that* means business, too.

Be sure that *your* lamps are trimmed from the present line of "National" carbons. They're the finest ever made.

THE PICTURE IS LIGHT . . . GIVE IT ALL YOU CAN WITH "NATIONAL" CARBONS

The term "National" is a registered trade-mark of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY • **A Division of Union Carbide and Carbon Corporation**
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Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

TPA Scope

▸ Television Programs of America has a promotion plan which might be described—in the phraseology of the new screen techniques—as TPA Scope. Announced in a spectacular, eye-catching full-page ad on the back of the December 7 issue of the New York *Times*, the plan, being inaugurated with TPA's new "Tugboat Annie" telefilm series, envisions the use of one of the actors or actresses in the series as an integral part of any sponsor's promotion program. "This salesman," says TPA, "who s primarily an actor (or actress) will help at conventions . . . sales meetings . . . demonstrations . . . wherever you or your sales manager have an important assignment for a 'special' sales person. You may use this salesman in your newspaper advertising and also on your television commercials. He or she will be working for you exclusively." It would seem to be a flexible plan of broad scope, heralding an even closer integration between the art and business of elefilms.

First as President

▸ In his first appearance as president of the National Broadcasting Company before the annual gathering of NBC affiliates, Robert W. Sarnoff Friday was talking color, the advent of which may well be the hallmark of his tenure of office. Among other things, he predicted that color television will command an advertising expenditure of more than $3,000,000,000 by 1965. On hand at the meeting at the Drake Hotel in Chicago were representatives of more than 120 stations. A special visitor was Brig. General David Sarnoff, chairman of NBC's parent company, the Radio Corporation of America.

100 More from Rank

▸ Announcement is made jointly oday by the American Broadcasting Company and J. Arthur Rank Organization of the signing of the ong-term agreement between the wo and under which ABC-TV gets 00 more top Rank features for an Afternoon Film Festival. This s scheduled to get under way anuary 16 and will fill the two-hour spot immediately preceding he Mickey Mouse Club, Monday through Friday. At the same time, one hour of it will be opposite NBC-TV's monumental Matinee Theatre. ABC, of course, is not basing its high hopes on thin air. Its Sunday night Famous Film Festival has provided CBS-TV's Ed Sullivan with his first semblance of competition in some time —with the exception of NBC-TV's Martin & Lewis appearances. To sell its Afternoon Festival, ABC will have William M. Koblenzer and Harry Pertka in New York, and George Drase in Chicago. In their brief cases are such as "Hamlet," "Genevieve," "The Cruel Sea" and "A Queen Is Crowned."

Inquiry in Canada

▶ A three-man Royal Commission has been named by the Canadian Government to study the financing requirements of the Canadian Broadcasting Company and, even more importantly, perhaps, to look into the disputed question of whether or not the CBC should have authority to make recommendations on the licensing of its privately-owned competitors and to regulate their operations. Comprising the Commission are R. M. Fowler, president of the Canadian Pulp and Paper Association; James Stewart, president of the Canadian Bank of Commerce, and Edmond Turcotte, Canadian ambassador to Columbia. The CBC Board of Governors recently turned down an application by Paramount Windsor Theatres for transfer of control of Windsor radio and TV stations to the Paramount Windsor group.

No Cassandra He

▶ The Cassandras of the industry have no voice in Rube Kaufman, president of Guild Films. At meeting of the company's sales and administrative executives in New York a week ago, Mr. Kaufman said flatly that he had no truck with the prophets of gloom. His company, he said, for the fiscal year ended November 30 expects to show about $2,250,000 in working capital, more than double that of last year, and has started its new fiscal year in a stronger cash position than in any other year. Guild also plans "several new series of quality programs for delivery in 1956." He added: "The industry is still going through a changing era. The weaker companies may continue to drop out . . . but the stronger companies with the needed know-how will emerge on a sounder footing."

CBS Newsfilm Sales Up

▶ Since the inauguration of weekend laboratory operations and the perfecting of a new, simplified filing system, sales of CBS Newsfilm have registered a big increase, with 69 domestic and foreign markets now under contract, it was announced last week.

At Supermarkets

▶ Proceeding on the theory that not all the nation's opinion-makers hang out in bars, RCA Victor and WRCA-TV (New York) last week launched a big, cooperative pilot operation with several major supermarkets in the New York metropolitan area. The project involves the placing of 21-inch RCA color receivers at strategic points throughout the stores and inviting the ladies to come and watch. If sales of color sets start jumping, the project will be extended to other cities having NBC owned or affiliated stations.

Strike Emergency

▶ The strike of the stereotypers, which has closed down Detroit's metropolitan dailies, has thrown an extra load onto the local radio and television stations. The two ABC outlets in Detroit, WXYZ and WXYZ-TV, have put on extra newscasts and are daily distributing 2,500 news sheets through the Cunningham Drug Stores for inclusion in noon and evening menus. Also, for the first time in history, the suburban papers are carrying TV listings on a continuous basis.

In Our View

AS THOUGH answering an unspoken, but often considered thought, there came to this editorial desk the other day the expression of a viewpoint concerning television material which threw a probing light on a weakness in an essential link in the production chain. It merits close examination and constructive attention, for the good of the medium.

Edward J. Montagne, head of all CBS-TV film production in Hollywood, is quoted as ascribing to inept writing the tendency in TV dramatic shows toward unresolved and sudden endings which leave characters and viewers figuratively in mid-air. He sees the tendency as having a bad influence on TV generally.

Mr. Montagne has a sound and justified complaint, and of course we must assume there is no fault of that sort to be found in CBS shows made under his supervision. He is on perfectly sound ground when he says that one of the basic factors which holds an audience (and this is true in any medium) is that the audience wants to see "how it all comes out." When the show fails to offer a reasonable, plausible or at least an honest attempt at the resolution of the problems posed by the plot, that show has let the viewer down, it has not played fair. And it must be remembered that the audience does not take time or trouble to determine who is at fault; it simply condemns the whole shebang —and to tarnation with it next time around. This is a chancy, choosy sort of touchy gal, this public, and we cannot afford to antagonize her.

Here is a matter needing intelligent, constructive— and immediate—attention. It's not too late—yet.

—Charles S. Aaronson

Passing in Review

WHILE THERE APPARENTLY ARE FEW DOG-DAYS in televiewing, last week was—in that long view of history—uneventful. NBC-TV's Wide Wide World Sunday (December 4) swept into three nations and used as a theme the "American Rhapsody," which was loose enough to encompass a particularly delightful visit to a Baltimore school for deaf children, the voice of Frank Sinatra and other fairly unrelated sundries, not including water-skiing through the Everglades, which was a relief.

Monday evening CBS-TV's Studio One presented a standard prison riot drama, "Blow Up at Cortland," a subject which has been treated with more ingenuity before and which, after all, is fairly far removed from the experiences of most of us. Earlier the same evening, Robert Montgomery presented on NBC-TV a thoroughly inclusive father-son and conscience-in-business type of drama, "Lucifer" which featured the kind of ending scored in *Television Today's* current editorial: the hero, his problems still unresolved, is seen at the fadeout walking slowly down a hall. For all the audience knows, he's enroute to wash his hands.

Ethel Merman and a good and varied cast brought the Chevy Show to life Tuesday night on NBC-TV, with Jonathan Winters very amusing as he outlined a crazy film script about life as seen through the eyes of a disenchanted springer spaniel. Wednesday night CBS-TV's U. S. Steel Hour presented an adult adaptation of "Edward, My Son," which was fine until a member of the production crew got mixed up in the course of the moody, effective closing credits. On another level entirely, a second look at Broderick Crawford's "Highway Patrol" last week, both on NBC and WPIX, showed this film series to be holding up well within the framework it has set for itself. Elsewhere in the week:

THE MAURICE CHEVALIER SHOW. NBC-TV, 1½ Hours, 7:30 P.M., EST, Sunday, December 4, 1955. Live, from New York. Compatible color. For Sunbeam Corp., Maybelline Co., Lewsi-Howe Co., Florist Telegraph Delivery Ass'n.

This Max Liebman Color Spectacular, which featured the ever-young Maurice Chevalier, here after many years for a substantial and successful run, proves once again the facile value of television for the "one-man show" performer. It rather seems to be made to order for his particular brand of entertainment genius. It is true that this time the appealing M. Chevalier had Jeannie Carson and Pat Carroll as not unattractive foils for his art, but he really did not need them. Aside from the star, however, there appeared, in an all-too-brief moment, the incomparable, completely enchanting pantomimist, Marcel Marceau. Whether it was the tug-of-war or the man chasing a butterfly, he was fascinating. Chevalier went through the series of songs he has done so happily on the New York stage, and proved that despite the passing years he has lost little or none of that ageless vitality, that ingratiating charm which made him the toast of the world years ago. It was a pleasant, enjoyable hour and a half M. Chevalier provided.

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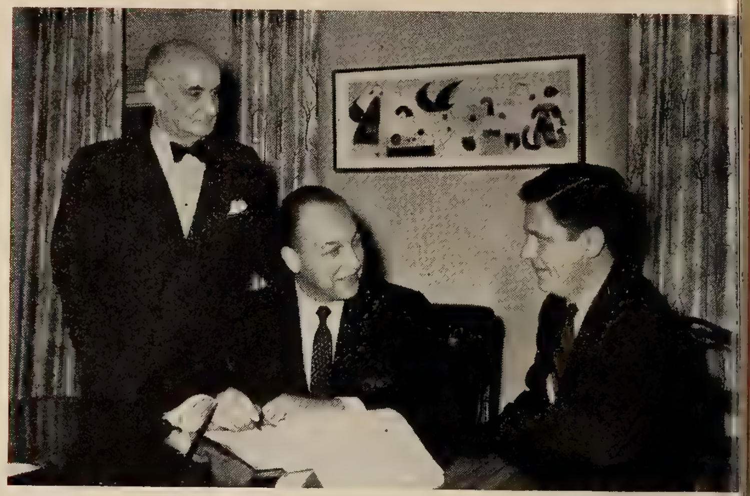
PLAYWRIGHTS '56: "The Sound and the Fury," NBC-TV, 1 Hour, 9:30 P.M., EST, Tuesday, December 6, 1955. Live, from New York. For Pontiac.

Fred Coe's Playwrights '56, after some comparatively disappointing kick-off productions, came through with a fascinating show in this adaptation of what is described as Part Four of the William Faulkner novel. William F. Durkee, Jr., tackled a practically impossible job in doing the adaptation and wrote a script that may not have been rounded as finished drama, but was packed with actable, dramatic scenes that often were individually superb. He was especially successful in catching that searching but difficult Faulkner line that runs perilously through wild farce, ridiculous melodrama and a composite of all the clinches ever written about fading southern gentry. The cast could not have been improved, beginning with Franchot Tone in a surprising and effective character role; Lillian Gish; the beautifully talented Janice Rule; Valerie Bettis; Ethel Waters; a spirited little boy, Elia Clark, who played the latter's grandson, and not excluding an off-camera idiot, Benjy. As directed by Vincent Donohue, it was a lush, ambitious production, both physically in point of sets, costumes and scope of action, and spiritually in the suggestion of mood and manners. It could stand a second booking.

ALFRED HITCHCOCK PRESENTS: "The Case of Mr. Pelham." CBS-TV, ½ Hour, 9:30 P.M., EST, Sunday, December 4, 1955. Film. For Bristol-Myers.

Alfred (the clever) Hitchcock this time offered, for a change, not a murder mystery but a tragedy nevertheless, in the case of the successful business executive whose place in business and at home is usurped by an impostor, whose clever doubledealing thus drives the executive out of his mind. However, it is never made clear enough for the viewer as to just what happened to whom, or who was whom, and that was most unfortunate (see editorial). Tom Ewell did a right handsome job in the dual role of put and put-upon, but Mr. Hitchcock did not do right enough by his many fans.



ROBERT W. SARNOFF, center, the newly elected president of the National Broadcasting Company, signs the contracts with Judson, O'Neill and Judd, who will manage the tour next Fall of the NBC Opera Company, the formation of which was announced last week by Brig. General David Sarnoff, chairman of the board of Radio Corporation of America. Seated right is William Judd and at the left is Samuel Chotzinoff, producer of the NBC Opera Theatre. In the new NBC executive lineup, Sylvester L. Weaver, former NBC president, becomes chairman of the board, while General Sarnoff, former chairman, remains a director of NBC as well as chairman of the parent company.

APPOINTMENT WITH ADVENTURE: "Escape." CBS-TV, ½ Hour, 10 P.M., EST, Sunday, December 4, 1955. Live. For Revlon.

Philip Abbott and George Grizzard are the protagonists in this episode of the series, and they, the writers and the producers acquitted themselves all very well. Especially is it true in this story of soldiers in war-time 1943, in Africa and Germany, that the writer carried off the palm, with a smart denouement twist which served to raise the viewer's eyebrow in quiet appreciation, without in the least deviating from the logical and reasonable. By reason chiefly of that turn and good production values, this rates a nod of affirmation.

NBC OPERA THEATRE: "Madame Butterfly," NBC-TV, 2¼ Hours, 1:15 P.M., EST, Sunday, December 4, 1955. Live, from New York. Sustaining.

This must have been something of a television landmark: the presentation of the classic grand opera of "Madame Butterfly," in its entirety, in English and by a thoroughly first-rate cast. It may be too that as opera it was slighter better acted than it was sung, but that's a moot point, TV receivers being the mechanical things they are. Nevertheless, Samuel Chotzinoff's production, directed by Kirk Browning with Elain Malbin, Davis Cunningham and Warren Galjour in the principal roles was an exciting event, beautifully staged and costumed, and certainly a bargain for that portion of the nation's tot televiewing audience which tun in out of devotion and those w tuned in out of curiosity a stayed on to be delighted. Wh reservations there are spring fr the larger issue of whether or n opera is ideally suited to the T medium. Those cameras are migh intimate. They bring with them sometimes overwhelming sense realism that tends, inevitably, push the narrative in front of t music. In "Madame Butterfly that is not too unsettling since t old story still is very affecting, b some of the other classics, "Tosca perhaps, will require more styliz staging to keep the viewer out Scarpia's wig. In the meantim the newly announced NBC Ope Company will be backing up the worthwhile telecasts by tourin the country with an ever-growin classic repertory in English. A they say in Milan, "Bravo!"

Who's Wher

JOHN C. TREACEY, formerly i charge of the Cleveland office o NBC Spot Sales, has been shifte to Detroit to manage televisio sales. In Detroit he will replac **ALLAN KERR**, resigned. Also a NBC Spot Sales, **HARRIET FEIN BERG** has been named radio pro motion supervisor, it was an nounced by **WILBUR FROMM** manager of advertising and pro motion.

BERNARD L. THOMAS has bee appointed account executive fo WNDU-TV, South Bend, Ind., it i announced by **WILLIAM T. HAM ILTON**, sales manager.

FRANK BRILL has been name eastern sales manager for MCA TV, Ltd., film syndication division it is announced by **WYNN NA THAN**, vice-president.

Meet Irving Asher, New Boss of Fox's TCF Outfit

y WILLIAM R. WEAVER

OLLYWOOD: In his 24 years of ıotion picture production—over-ɛas for Warner Brothers, Columbia ictures and London films; for his wn Rainbow Productions and for aramount Pictures here — Irving sher built up an armor of experi-ıce impervious to any impact the ways imperious demands of a box fice public might hurl against it. But not against the snares and ɔikes—worst of all, the lightning ock and calendar—that bedevil a otion picture executive when he eps into charge of a television-lm producing studio, in this in-ance TCF Productions. That is hy Mr. Asher, three weeks into ɪis new post and medium, greets s first press audience with, "Now I just had some news to give ɔu folks. . . ."

But Executive Asher does have ɛws for his guests. Some of it, e best part, is off-record, to be ıre, but this is not unusual in this ɛw hurried, harried world of en-rtainment. Mr. Asher points to script on his desk and explains, This is the fastest job I ever ran to—if I don't read a script the inute it lights on my desk, they've oduced it already!" He refers the speed of production that is ır today in this refurbished stu-o on Hollywood's Western Ave-ıe, the original Fox Studio where picture shot in less than 90 days as a despised "B" when film pro-ıction, like box office, was at its lent zenith.

◆ ◆

The refurbishment, still going , was to have cost $2,000,000, but ll exceed that figure because, Mr. sher points out, "construction sts have risen since the alloca-ɔn was made." The studio sprawls ross busy Western avenue, with ages functioning on both sides, ıt this space, plus more to be eated by dividing a big stage into ree small ones, will be barely ough to handle the production seven telefilmed programs of gular release, weekly or fort-ghtly, which are expected to be production next month. Five of ese, in process of being prof-red to sponsors, are to round out, th the two now in production, schedule on which "we can do a ality job and make money."

The experienced Mr. Asher says ning television programs in col- as is being done with TCF's 'licka" series, is pleasant but stly, and asks his press guests, "What's holding up the spread of color?" His guests offer sundry conjectures that boil down to agreement on the cost factor as the principal impediment, but this line of conversation gets nowhere.

◆ ◆

His guests ask him what he thinks of the policy of remaking on television the stories that, in earlier times, have scored theatrical hits, and he says he's dubious about its being an over-all solution of the policy question, except, of course, in special instances, as when a story that had to be stretched to make 90 minutes in the theatre is just right for a 45-minute subject. At the same time, he points out, the great fund of stories the parent studio has on hand, plus the flow of new material always streaming across the story editor's desk, is a story source of inestimable value to a television studio that has to turn out many, many times as many subjects as the mother plant does.

In an hour of questions and cross-question, of on-record and off-record, an Irving Asher covers a multiplicity of topics, problems, experiences, expectations, conclusions and confidences, and when it's over nobody's got the slightest doubt that the television subsidiary of the mammoth Twentieth Century-Fox company is in a fair way to become as big as its parent.

.EVISION TODAY—Editorial Director: arles S. Aaronson; Eastern Editors: ky Herman, Vincent Canby; Holly-ɔd: William R. Weaver, Samuel D. ns; Washington: J. A. Otten; London: er Burnup; Photo Editor: Floyd E. ne.

The Show-Makers

Paul Muni has been set for his first television appearance since his return to acting. He will appear in "A Letter from a Queen," to be telecast over CBS-TV Sunday, March 4. The TV adaptation was done by ***D. J. Powers.*** *It will be a General Electric live presentation.*

◆

Orson Welles, Marian Marlowe *and* ***Orson Bean*** *will appear on the Ed Sullivan show Sunday, December 18, over CBS-TV.*

◆

Leo Durocher, *erstwhile ball player and manager, will put on a uniform again, to do "O'Toole from Moscow," over NBC-TV's Matinee Theatre today, 3 P.M. He will play, of all things, a baseball manager, then go back to being a coast NBC executive.*

◆

Patricia Collinge, Darrin McGavin *and* ***Carolyn Jones*** *will be featured in "The Cheney Vase" on Alfred Hitchcock Presents Sunday, December 25, on CBS-TV. The filmed play was directed by* ***Robert Stevens.***

◆

Debbie Reynolds *will appear with husband* ***Eddie Fisher,*** *among numbers of others, in the CBS-TV color show, "I Hear America Singing" Saturday, December 17.* ***Nat "King" Cole, Red Skelton*** *and* ***Ella Fitzgerald*** *have been added to the cast of the ambitious undertaking, to be produced by* ***Ken Murray,*** *with* ***Paul Harrison*** *directing. The live-from-Hollywood will be the Ford Star Jubilee show.*

◆

Vera Miles *will be opposite* ***Cameron Mitchell*** *in "Man on the Ledge" to be seen on General Electric's "20th Century-Fox Hour" December 28 on CBS-TV.*

◆

Martha Wright, *musical star, will replace* ***Edie Adams*** *as vocalist on the Jack Paar Show for three weeks beginning today over CBS-TV, Monday through Friday.*

◆

Red Skelton *plays a dramatic role in the O. Henry story, "The Cop and the Anthem," on the Red Skelton show, Tuesday, December 20, on CBS-TV.*

◆

Lena Powers *and* ***Marian Russell*** *will be featured in the next "Date with Life" drama, to run five weeks, Monday through Friday, from December 19, over NBC-TV.*

◆

Jessica Tandy *and* ***Hume Cronyn*** *will star in "Christmas 'Til Closing" on the Goodyear Playhouse, Sunday, December 18, on NBC-TV.*

in this whole-wide MAGNAVISTIC CINEMASCOPIC VISTAVISTIC CINERAMIC KINESCOPIC film world only . . .

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- KNOW-HOW OF MORE THAN 70 YEARS' SERVICE

TELEVISION IN BRITAIN

LONDON: Since the introduction of commercial TV in Britain a mass of statistics has been computed proving its popularity at the expense of the B.B.C. Whether these statistics are 100 per cent accurate and, if so, whether the trend will continue, remains to be seen, but what is certain is that both services are here to stay.

This is proved by highly significant figures issued by the General Post Office. These reveal that there are now over five million television license holders in the U.K. During October a record number of 194,413 was issued, bringing the total to 5,078,262.

Eight years ago there were only 30,000. The yearly increases since 1951 have been 711,706 in 1952, 1,064,014, 1953; 1,199,143, 1954.

THE latest of a number of documentary films about art and artists to be seen on the B.B.C. and U.S. television networks is "Discovery of a Landscape — the English Lakes."

These art films are produced by the B.B.C. in association with the Educational Television and Radio Center of the United States, which distributes them in the U.S.A. The B.B.C. supplies a master copy of these films to the Center which has been stockpiling them to form a series for syndication. It is expected that American viewers will see the series this Winter.

AS already reported, the I.T.A. has now advertised for program contractors to run the commercial TV station covering the Edinburgh and Glasgow areas in Scotland. It is hoped that programs will begin early in 1957.

Applications for program contractors must be in by January 13, 1956. It is understood that I.T.A. wants to grant the contract to an organization which has considerable Scottish connections.

CERTAIN results of the B.B.C.'s highly efficient Audience Research Organization findings are to be supplied to the corporation's rival, commercial TV.

This broadens the previous agreement whereby similar information is supplied to two advertising associations. The material relates to (a) Size and composition of the Band III (I.T.A.) public; (b) Size and composition of audiences to I.T.A. programs; (c) The way in which the 'Band III public' divides between BBC and ITA.

It is understood that advertisers, agents and commercial TV program contractors are to pay the B.B.C. £10,500 for this service.

—WILLIAM PAY

GROWING PAINS

***LONDON:* Will "commercial" television in Great Britain make money?**

Only months old, the new medium is the target for political opponents because it allegedly doesn't work. The London Daily Express presses attacks with comments such as this: "Every day, it is losing £5,000. . . . Already morning TV has flopped. Few women are watching the present afternoon shows, either. . . ."

Observers (ours) say indeed the system is in pain. Morning shows *have* flopped. Advertisers aren't supporting anticipations, and have forced huge rate reductions. The planners have cut cultural and serious programs. The Midlands commercial station which will open February 17 will not run mornings.

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See how Rapid's unusual low cost saves thousands of film dollars for top-name clients — and precious hundreds for smaller accounts. Send for VALUABLE informative booklet ON FILM CARE.

"The Film Doctors"
Rapid FILM TECHNIQUE, INC.
218 West 46th Street, New York 36, N. Y.

NEVER UNDERESTIMATE . . .

"Three Lives" Show Slante To Capture the Distaff Sid

With most of the nation's wealth at least nominally in the hands of the women, it isn't too hard to believe that they also control to a very large extent the nation's televiewing habits. That, in any case, is what all the surveys keep reporting. With that in mind, too, Ziv TV now reports that its "subtle change in emphasis" in its third-year cycle of "I Led Three Lives" is paying big dividends in top ten ratings and sponsor acceptance.

In following the factual storyline of Herbert Philbrick's "Three Lives" book for the first two telefilm series, Ziv was more or less keeping the role of Eva Philbrick on the sidelines. This year, however, Mrs. Philbrick has assumed a more active role in the domestic cloak-and-dagger proceedings so that women viewers can identify themselves more thoroughly with the basic premise of the show.

It would seem to have paid off. The series, now well beyond the point at which some industryites feel a syndicated series is played out, is currently the No. 1 rated show among syndicated shows, according to late multi-market Pulse and Videodex figures.

Also, on a spread of 123 TV outlets, the series:

Scored the greatest weekly homes-reached figure among over 40 syndicated shows—6,031,000 hom and

Gathered the largest weekly a dience for a syndicated series over 16,200,000 people, based recent Videodex viewers-per- analysis of the show's audience.

The Ziv researchers claim a that based on current lengths network lineups on the three m jor networks, "I Led Three Live achieves in its syndicated spre what would be the equivalent of national rating of approximate 22.0 at the network level.

Ziv also is taking advantage what it describes as its "new captured" feminine audience wi extensive promotion plans to bac stop and publicize the series n tionally and locally. New promoti kits for the third year series, f example, contain special photos Richard Carlson (Herbert Ph brick) and Virginia Stefan (Eva in scenes from the series.

There are also special publici stories and features slanted at t women's page editors. Current under consideration, too, is a n tionwide tour of women's clubs a community groups by Miss Stefa

Incidentally, "I Led Three Lives also is something of an intern tional proposition. It already is a over the air in Central and Sout America.

HOLLYWOOD, U. S. A.:

HOLLYWOOD: There'll be plenty of brainwashing in an effort to come up with the hoped for solution to a pace setter for NBC-TV's as yet untitled comedy program scheduled to start Sunday, January 8, 1956, 8-9 P.M. The rating graphs have been fickle on this valuable period. **Ed Sullivan** held the lead for CBS, then the Colgate Comedy Hour captured it for NBC. Now Sullivan holds the sceptre while the rival net's privy councilors, **Fred Wile, Jr.,** and **Sam Fuller,** are preparing a new subject stealer.

Mr. Wile and Mr. Fuller brought a few members of the press together, and Mr. Wile said the personalities featured will be professionals all the way. Many will be familiar, but have not had the opportunity to exploit their talents to the fullest, and thereby earn a chance to establish identity as important name attractions. The new thinking includes "playing to the TV studio audience for laughs rather than to the TV camera".

◆

Alan Cresland, Jr., moves up from supervising film editor to director, to help take care of Charles E. Skinner Productions' heavy schedule, which also created spots for two other directors outside of the organization. **John Pizer,** who launched the "Casablanca" segment of Warner Brothers Presents, and **Charles Livingston,** fresh from "Western Marshal," are the two new additions assigned to "Sergeant Preston of the Yukon."

Skinner Productions, in addition to its expanding TV film programs, is getting its share of industrial business, with a 40-minute training film now in work for the traffic department of the New York Telephone Company.

◆

Newscaster **Bill Stout,** writer **Irwin Rosten** and KNXT's director of public affairs are sporting the widest grins we've seen in years. . . . Just because their hard-hitting documentary, "Focus on Delinquency" program snagged the Sylvania award for outstanding local public service program. The KNXT award was one of four presented to local TV stations around the country and the only one received by a station west of the Mississippi. . . . "Climax" has climbed into the top 10 show position in all rating services within the pa three months. The reason is ver simple: good properties and goo star names. . . . Paramount Pi tures is trying to arrange a show ing of **George Gobel** kinnies ove the BBC outlet in London to hel spearhead an interest in the come dian before release of the featur "The Birds and the Bees," in Eng land.

◆

"Swing Street," which claims t be the first all Negro-produce television show in the nation, mad its debut on KCOP, Channel 1 yesterday, replacing another a Negro show, "Savoy Rhythm an Blues," which bowed out after fou weeks. The new show is a one hour musical variety progra **Frances Williams** is producer, as sisted by **James Edwards** and **Bo DeCoy.** Edwards will double as th show's emcee and DeCoy will b seen in performing chores as well

—SAMUEL D. BERN

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EVIEWS:

ecret Venture

epublic

OREIGN INTRIGUE, with all its cloak-
d-dagger ramifications, here is
shed out by Kent Taylor with the
lomb that is usually appreciated
the fans that go for this sort of
re. Of action there is plenty, of
ausibility considerably less, of sus-
nse an adequate supply.

Taylor, a professional strongman
d bodyguard, happens to meet an
d friend, a British scientist, on a
ane from Belfast to London, and
the latter city's airport, inadver-
ntly switches briefcases (although
s not explained why a strongman-
dyguard would be carrying a busi-
ssman's briefcase on holiday). This
velopment eventually plunges Tay-
r into a series of hide-and-seek ad-
ntures.

The scientist is kidnapped by in-
rnational crooks, and Taylor, after
sting an appraising eye over the
ysically-endowed Jane Hylton, the
issing man's secretary, agrees with
otland Yard that it's up to him
Taylor) to pretend to do business
briefcase selling with the crooks
Paris. After that, it's one case of
ase-and-seek-out after another be-
re the scientist's valuable formula
d person are returned to the West-
n powers.

Taylor smiles winsomely, and does
siness—with both gendarmes and
derworld thugs—with brisk effi-
ency.

William N. Boyle draws associate
oducer credit on this one, with R.
Springsteen as director.

Running time, 68 minutes. General
assification. November release.

obby Ware Is Missing

llied Artists

HE CAST of this kidnap melodrama
gainst a modern Southern California
tting is topped by Neville Brand,
hose name has meant something in
arquee credits during the past sev-
al years.

This time Brand is a police lieuten-
t in the disappearance of two teen-
e boys, Thorpe Whiteman and Kim
harney, the latter the Bobby Ware
the title. The boys accidentally fall
to a deep ravine near a new moun-
in project from which they cannot
mb out. Hearing of this, a would-
kidnapper attempts to extort
oney from one of the fathers, bring-
g in the authorities.

Daniel B. Ullman's story and
reenplay contain a standardized ap-
oach to the kidnapping theme, with
me vital events given routine han-
ing. Thomas Carr has attempted to
fuse the suspense of a kidnapping
nt into the direction, but it fails
emerge as smash melodrama.
and has a good grasp on the lieu-
nant's role, and there's some com-
tent support from Arthur Franz
d Jean Willes and Walter Reed as
e distraught parents. This is a Vin-
nt M. Fennelly production.

Running time, 66 minutes. General
dience classification.

Allied's Protest Rejected

(*Continued from page 1*)

give the exhibitors 60 days in which to prepare and submit arguments in opposition to the application. It also urged that the department, if it decided to approve the application, anyhow, to ask the court to permit the exhibitors to present their case. Finally, it urged the Attorney General to make sure the divorced circuits weren't building back up to their former strength.

Barnes, in his letter to Myers, said Justice in June had promised Allied it would try to give information on proposed hearings to the trade press at least a week or 10 days before the hearings. Barnes said that since that time, there have been hearings on four applications, and that notice appeared in the trade press anywhere from 10 to 22 days in advance of the hearing dates.

Favors Procedure

"We believe the procedure we outlined in our letter of June 23 has worked equitably," he wrote. "In practice, more than a week's notice has been given in every instance, and substantially more than 10 days' notice has been given in three out of four instances."

"We will make every effort to publicize each proposed acquisition on which a hearing is to be held within the time periods set forth in our letter of June 23," Barnes continued. "We have regarded these time periods as a minimum rather than as a maximum, as borne out by what has actually happened, and we will continue to so regard them. Accordingly, we will give the information to the trade press when these acquisitions come up as early as it is feasible for us to do so."

Assn. Request Ignored

The Barnes letter made no mention whatsoever of Allied's specific request for at least 60 days' notice. Nor did it make any comment on Allied's request that Justice urge the courts to permit independent exhibitors to take part in application hearings nor on Allied's recommendation that Justice be careful that the divorced circuits weren't regaining too great a degree of their former size and strength.

Rank Rejoins CEA

(*Continued from page 1*)

to the end of September, 1958, legislation will be needed governing the Eady Plan, and the National Film Finance Corp. Moreover, the industry faces the prospect, previously reported, of the appointment of a committee by the president of the Board of Trade to investigate the entire industry.

Davis claimed that such an inquiry would be likely to be harmful. He urged the industry to unite in a concerted effort to plan the structure of its own future and suggested that it be done through the trade committee which is now working for entertainment tax relief.

Urges Pledge by Industry

He suggested further that if the trade accepted this proposal that the industry pledge the government that it will undertake to support any necessary legislation.

Davis also revealed that in the interests of unity he had persuaded the Granada circuit to contribute to the Eady Plan on the same basis as other theatres. As previously reported, Granada's refusal to do so hitherto has been a chief stumbling block to the realization of trade amity.

Armour Heads

(*Continued from page 1*)

appointed supervisor of Europe and the Near East. He has a long record in the industry and prior to his Republic affiliation had been associated with Radio Corporation of America, RKO, and Columbia.

Armour will spend Christmas at the company's North Hollywood studios, conferring with Yates. Shortly after the first of the year, he will leave on an extensive world tour of Republic's international branch offices.

Rogers Yule Show

(*Continued from page 1*)

Memorial Hospital at Saranac Lake in the form of a Christmas show to be presented at the hospital on Monday evening, Dec. 19, it was announced by Max E. Youngstein, president of Cinema Lodge.

The lodge idea of the Christmas show gift to the industry's Will Rogers Hospital was conceived last year by past president Burton E. Robbins and it became a reality through the cooperation of Ned E. Shugrue, executive vice-president of Will Rogers Hospital, and Marge Coate, director of sick relief for AGVA.

To enable AGVA to recruit as large a group of entertainers as possible for this year's show, Cinema Lodge is chartering a special plane to fly the show to the hospital and back.

Youngstein has appointed Robbins and Milton Livingston as chairmen of this year's Christmas show, both of whom accompanied the entertainers on last year's trip. Robert K. Shapiro will again be entertainment chairman.

Plans Advanced for D.C. Civic Theatre

Mrs. Eugene Meyer, chairman of the Federal commission set up to plan a national civic auditorium in Washington to include an Inaugural Hall, and a music, fine arts center, yesterday announced the acceptance of leading architectural, engineering, research and planning firms throughout the country to serve on the commission's planning board on a voluntary basis.

A preliminary meeting of the newly constituted board took place in the offices of Barney Balaban, president of Paramount Pictures, who is chairmittee of the commission.

TENT TALK

Variety Club News

OKLAHOMA CITY—Don Tullius has been named chief barker of Oklahoma City Variety Club Tent No. 22. Other officers elected were: George Fisher, first assistant; Paul Rice, second assistant; Paul Townsend, dough guy; Robert Busch, property man. Board of directors recently elected were: George Fisher, C. R. Guthrie, Don Tullius, Paul Townsend, Ed Thorne, Jess Bollman, Paul Rice, Clint Applewhite, Johnny Jones, Robert Busch and Jake Watkins.

△

DENVER—Elected as the 1956 officers of Tent No. 37 are: R. C. Hill, chief barker; J. C. Ricketts, first assistant; R. Lotito, second assistant; Bruce Marshall, property master, and Mel Glatz, dough guy.

△

HOUSTON—Recently elected as the 1956 officers of Variety Club Tent No. 34 are Paul Boesch, chief barker; Augie Schmitt, first assistant; Dick Gottlieb, second assistant; John Paul Goodwin, property master, and Mike Conti, dough guy.

△

ATLANTA—H. T. Spears has been elected chief barker of Tent 21, Variety Clubs International. Others named to offices for the coming year were R. J. Barnes, first assistant; Dan Coursey, second assistant; Willis J. Davis, property master, and M. A. Barre, dough guy.

△

PHILADELPHIA—Stan Lee Bonza, local emcee of the "Children's Hour" radio and TV show, received the Variety Clubs International Heart Award for the work he's done in helping talented children on their way to success. Lewis Goffman, chief barker of Philadelphia Variety Club, Tent 13, presented Bonza with the award on the "Children's Hour" program.

'Picasso' Benefit

A special benefit preview of "Picasso," the feature length film on the painter will be shown on the evening of Dec. 21, at the 55th Street Playhouse, the night before the official opening. Tickets are being sold at the office of the Art Students League, for whose Building Fund the premiere is being given.

Confers at Defense Dept.

Howard W. Koch, producer for Bel Air Productions, has completed conferences in Washington with Don Baruch, motion picture coordinator in the Department of Defense, on plans for a war story to be filmed for release by United Artists.

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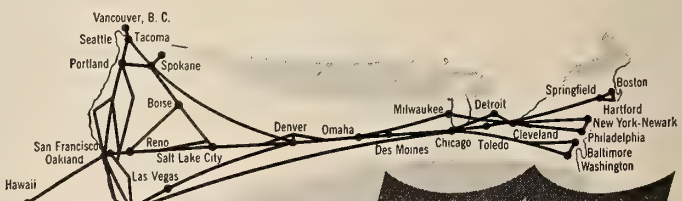
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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 112 NEW YORK, U.S.A., TUESDAY, DECEMBER 13, 1955 TEN CENTS

In 10 Years

Loew's 16mm Dept. Grosses $30,000,000

5% of Foreign Income Is Derived From This Unit

By LESTER DINOFF

By the end of the current fiscal year, which ends next Aug. 30, Loew's International 16mm. business will have grossed $30,000,000 for the 10 years of actual operation in all but six of 198 countries, according to Orton H. Hicks, Loew's International's 16mm. director.

Orton H. Hicks

Hicks, who yesterday revealed that the 16mm. revenue at present constitutes "at least five per cent" of the total foreign business, also

(*Continued on page 6*)

Raise $40,000 on 'Tattoo' Premiere

More than $40,000 in ticket sales was raised for the Actors Studio by the benefit world premiere here last night of Paramount's "The Rose Tattoo" at the Astor Theatre.

New York's Mayor Robert F. Wag-

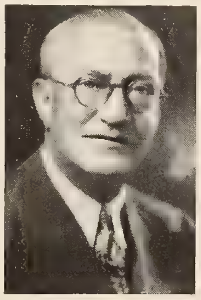
(*Continued on page 6*)

'Marty's' Sutton Gross Estimated at $500,000

Hecht-Lancaster's "Marty" will close a 36-week run at the Sutton Theatre here on Sunday with a gross estimated at $500,000. Average weekly "take" was pegged at about $14,000, although there were weeks when it hit $20,000 and others when it dropped down to slightly more than $8,000. United Artists' share will be about $300,000, a figure said to be close to the production cost.

Nicholas Schenck to Tender Resignation as Loew's, Inc. President to Board Tomorrow

Nicholas M. Schenck, industry leader and long-time head of Loew's-MGM, is understood to be preparing to submit his resignation as president to the board of directors at a regular meeting here tomorrow. If the resignation is accepted, it is reported that Schenck will then be elected chairman of the board. Loew's has had no board chairman heretofore.


N. M. Schenck

Arthur M. Loew, president of Loew's International, is slated to be elected president of the company founded by his father, the late Marcus Loew. The new company head will retain the presidency of the export company, at least for the time being, it is said, although additional duties will be handled by Morton A. Spring, first vice-president of Loew's International. For the past year, Loew has been active in all administrative phases of Loew's, Inc.

On the formation of Loew's, Inc., in 1919, Schenck was made first vice-president and general manager. He succeeded to the presidency on the death of Marcus Loew. Prior to his association with Loew, Schenck, with his brother, Joseph M., had operated, first, drug stores, then an amusement park, and then theatres in New York and New Jersey.

Elect Mears First President

New Organization of Independent U. K. Showmen in Aggressive Start

By WILLIAM PAY

LONDON, Dec. 12.—Harry Mears was elected first president of the Association of Independent Cinemas at the association's second annual meeting last week.

The A.I.C. was formed in 1953 by a body of small theatre owners who alleged that the Cinematograph Exhibitors' Association was dominated by the major circuits. Membership of the new body has slowly but steadily increased and is now claimed to be more than 500.

Twice Headed C.E.A.

Mears, owner of two 500-seat theatres in Bournemouth, is the acknowledged champion of the small man in C.E.A. circles. Twice president of the C.E.A., he has been chairman of the Hants & Dorset Branch for 28 years. In a typical fighting speech on his election to the presidency of A.I.C., and one which will have a familiar ring to American observers of Allied States-TOA set-to's, Mears said:

"I have taken the greatest interest in this association. Its formation was inevitable. The interests of the vertically integrated combines and the

(*Continued on page 6*)

USIA to Supply TV Films Overseas

From THE DAILY Bureau

Television Today..

WASHINGTON, Dec. 12.—The U.S. Information Agency will soon start supplying foreign television stations with a monthly documentary film showing various aspects of life in the U.S.

The 30-minute program, entitled "Report from America," will first be distributed in January. To be made available both in English and foreign languages, it is being filmed specially for television by the National Broadcasting Co., and is being produced by U.S.I.A. in cooperation with the British Broadcasting Corp.

Abbott Washburn, acting U.S.I.A. director, said more than 100 TV stations overseas are now telecasting, and estimates a potential foreign audience of 40 million by the end of 1956.

Elect Sidney Cohen

Cooperatives Form National Association

Buying, Booking Units Set 3 Main Objectives

From THE DAILY Bureau

CHICAGO, Dec. 12.—Representatives of film buying and booking organizations from all sections of the United States met in Chicago at the weekend at the Sheraton Blackstone Hotel to formally organize the National Association of Film Service Organizations.

Sidney Cohen of the Film Service Corp., Salt Lake City, was elected president. Lou Hanna, of Cooperative Theatre Service, Pittsburgh, is the new organization's vice-president and Ed. V. Green, Texas Theatre Service Co., Dallas, is secretary-treasurer.

The general purposes of the new association are to develop high stand-

(*Continued on page 6*)

Void $60,000 Award In Utah Trust Suit

Special to THE DAILY

DENVER, Dec. 12.—In ordering a re-trial of the anti-trust case which was tried 19 months ago in Salt Lake City, in the U.S. District Court, the U.S. Court of Appeals voided the awarding of $60,000 to Village Theatres, Inc., operators of the Villa, Salt Lake City.

The trial was on alleged anti-trust

(*Continued on page 6*)

Here's Music Hall's Yuletide Tidings

A sturdy $174,000 is seen for the first week of "Kismet" and the traditional Christmas stage show at the Radio City Music Hall.

Russell V. Downing, president of Radio City Music Hall, reported that business this year for the Christmas screen and stage show was running ahead of last year. To accommodate large weekend audiences on Saturday, doors are being opened on that day at 7:45 A.M.

PERSONAL MENTION

NORTON V. RITCHEY, president of Allied Artists International, is en route to New York from England by boat.

•

Rudy Berger, Southern M-G-M sales manager, is in Miami from Washington. **Leonard Hirsch**, home office assistant to **Berger**, has returned to New York following a trip through the South.

•

Samuel Pinanski, president of American Theatres, became a grandfather again when his daughter, **Mrs. Arnold Dunne**, gave birth to a son at Richardson House, Boston.

•

Joan Crawford, her four children and her husband, **Alfred Steele**, will leave here on Friday aboard the "Queen Mary" for Europe.

•

Herbert Horstemeier, Cleveland independent booker, has left there with **Mrs. Horstemeier** for a vacation in Florida.

•

Jack Cummings, producer, and **Daniel Mann**, director, have returned to Hollywood from Tokyo by plane.

•

Robert S. Taplinger, of Robert S. Taplinger & Associates, has returned to New York from the Coast.

•

Kirk Douglas will arrive here by plane tomorrow from the Coast.

300 Attend Annual Bookers Installation

More than 300 industry representatives were in attendance when the Bookers Club of New York installed its 1956 slate of officers, headed by president Max Fried, at a dinner and dance last night at the Tavern-on-the-Green here.

Max Youngstein, United Artists vice-president, was slated to officiate at the bookers' dinner. Installed as officers were Fried, who succeeded Sam Einhorn as president; Ben Drexler, vice-president; Sidney Klien, second vice-president; James Davidson, treasurer; Marvin Friedlander, financial secretary, and Shirley Levy, secretary.

Carlo Forms Company

Albert Carlo Productions has been formed here for the production of 10-minute short subjects for television and theatrical distribution. Pantomime will be used exclusively. The first film will be filmed in New York on Jan. 3. Albert Carlo will act as producer-star of this series.

Offers 'Encore Week' At Nashville House

Special to THE DAILY

NASHVILLE, Dec. 12.–The Knickerbocker Theatre here is holding "Encore Week," a daily program change for each of seven pictures that have been hits in the past. Manager Porter Woolwince is optimistic over the final results due to heavy telephone calls and inquiries at the box-office. The pictures are "Mississippi Gambler," "World in His Arms," "The French Line," "Carnival Story," "Thunder Bay," "Susan Slept Here" and "Johnny Guitar."

Alperson's 'Mohawk' To 20th Century-Fox

"Mohawk," an Edward L. Alperson production in Pathe color, starring Scott Brady, Rita Gam and Neville Brand and co-starring Lori Nelson and Allison Hayes, has been acquired for release by 20th Century-Fox and will have its premiere next March preceded by a full-scale program of national and point-of-sale promotion, 20th-Fox announced.

Based on a legend of the Mohawk Indian tribe, part of the Iroquois group who lived in the Mohawk Valley of New York State, the picture will be given a three-month advance build-up and open initially in that upstate area via a saturation campaign in which several hundred theatres are expected to participate.

Openings will be pre-sold through extensive local use of TV, radio and newspaper advertising in conjunction with a variety of exploitation and publicity activities keyed to the theme of the romantic adventure drama, the company said.

Pakistan Ambassador To Host 'Rain' Bow

His excellency, Mohammed Ali, Ambassador of Pakistan, will serve as host at the Roxy Theatre on Thursday for the evening showing of 20th Century-Fox's "The Rains of Ranchipur," an important portion of which was made on location in his country. A delegation of United Nations and diplomatic corps representatives will be on hand to mark the opening both here as well as at the Rex Theatre in Karachi, Pakistan.

In stressing American pictures as a medium of understanding between people of diverse customs, Ambassador Ali said: "More so than any other form of communication the motion picture establishes a rapport amongst persons whose language, culture, and background are at variance with each other. It is through such a visual medium that all persons may better know and comprehend others."

See Capacity Crowd At 'Goodman' Tonite

A capacity audience of close to 2,800, comprising stars of show business, publishers and editors of the newspaper and magazine world, outstanding artists from the field of popular music, representatives of the foreign press and leaders of the motion picture, radio and television industries is expected to be on hand at the RKO 86th Street Theatre here tonight for the invitational preview of Universal-International's "The Benny Goodman Story" in Technicolor starring Steve Allen and Donna Reed.

The New York invitational preview is being duplicated with invitational exhibitor screenings of the picture in more than 20 exchange cities in the United States with U-I exchanges being host following the screenings at television parties at which the invited exhibitors will watch the 90-minute network television salute to the picture and Benny Goodman on Steve Allen's "Tonight" NBC show.

Industry leaders who have been invited to attend include Spyros P. Skouras, Robert Sarnoff, Sol A. Schwartz, Joseph R. Vogel, Sam Rosen, Robert E. Kintner, James C. Petrillo, Charles J. Feldman, Sylvester L. Weaver, Ned Depinet, Arthur Mayer, Harry Brandt, Harry Kalmine and Manny Sacks.

Celebrate Completion Of 'Seven Wonders'

Completion of "Seven Wonders of the World" for Cinerama was celebrated here last night by Lowell Thomas and executives of Stanley Warner at a press reception in the RCA Building. The affair was attended by top magazine, syndicate and trade press representatives.

Thomas, in a speech to the gathering, said that for more than 25 years he had "dreamed" of making such a picture, and that only through Cinerama was it made possible.

Among those attending the event were: Sam Rosen, Lester Isaac, Harry Goldberg, Walter Thompson, Harry Kalmine and many others. The reception was arranged by Lynn Farnol.

Four Hartford Area Houses Hike Prices

HARTFORD, Dec. 12.–Adult admission prices have been increased in four area independent theatres.

The Rialto, Windsor Locks, owned and operated by Michael Alperin, has increased its price from 60 to 70 cents.

In Hartford, the Hartford Theatre Circuit's Central and Colonial have gone from 60 to 70 cents, and the circuit's Lyric has increased charge from 50 to 60 cents. Children's fees, however, remain unchanged.

Plan 'M-G-M Week' On a Global Basis; Coast Meeting Set

Exhibitors, not only in the Unite
States and Canada, but in all tl
nations of the Free World, will l
urged to recognize the week of Fe
5-11, 1956, as "M-G-M Week" an
to be guided by the company's sloga
for that period: "An M-G-M Pictu
on Every Screen of the World."

During the same week there wi
be held at the Coast studios of tl
company the M-G-M "Worldwid
Hollywood Conference," which wi
be hosted jointly by Arthur M. Loev
president of Loew's International, an
Dore Schary, production head at th
M-G-M studios. The conclave ha
been characterized by the compan
as the first global meeting of its kin
ever held in the film capital.

The meeting will bring to th
studios 80 of the international com
pany's top executives from ever
country of the Free World. Charle
M. Reagan, vice-president in charg
of sales in the United States an
Canada, will represent the America
sales department at the meeting. Th
week's agenda will include sale
meetings and screenings of new product.

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DOLORES GRAY . VIC DAMONE
AN M-G-M PICTURE
and The Music Hall's Great Christmas Show

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PEOPLE

Emanuel Frisch, president of the letropolitan Motion Picture Associa-on will speak on "The Motion Picure Theatre Manager and His Community" at the New School on Thurs-ay, at 4:00 P.M. The films "This heatre and You" and "Movies are .dventure" will be shown.

◆

George J. DeMartini, general parter of Cohen, Simonson & Co., New 'ork brokerage house, has been amed a member of the board of irectors of Guild Films Company, nc. He fills a vacancy on the board.

◆

Jack Lykes, who recently resigned s manager of the Colony Theatre, 'oledo, has joined the sales force of lertzfeld Oldsmobile, Inc., Toledo.

◆

Ken V. Cooper, trailer sales manger for Associated Screen News, td., Montreal, has resigned to take p residence in Toronto. He is suceeded by **John Alexander.**

◆

Jack Rayel has been appointed di-ector of network programs, Holly-ood, for the CBS Television Net-ork, it has been disclosed by **Hub-ell Robinson, Jr.,** vice-president in harge of network programs. Rayel as been executive producer of the laurice Evans "Hall of Fame" series 1 NBC Television this season, and ollaborated with Evans in his earlier levision productions of "Hamlet," Richard II" and "Macbeth."

◆

George Smith, maintenance manger and purchasing agent for the artford Theatres Circuit for the past) years, has resigned, with future lans not disclosed.

◆

Herman (Dusty) Rhodes, drive-in wner in Georgia and Alabama, was ost at a dinner party given at the ariety Club, Atlanta, for bookers id managers of Exchanges in the eorgia metropolis.

'ioneer Operator Dead

JACKSONVILLE, Dec. 12.—Cecil . Wood, 82, pioneer motion picture ojectionist, died here at the home his daughter, Mrs. Dorothy Goron. He was a resident of Levittown, . Y.

Wood's association with the indus-y dates from 1899, when he aided the filming of the James J. Jeffries-om Sharkey bout at Coney Island, . Y., after which he exhibited early ent films, including "The Birth of a ation," throughout the United States well as in countries abroad. His st assignment, prior to his retire-ent in 1952, was at New York's iris Theatre.

Wood is survived by his daughter id two grandsons.

64.3 Per Cent Mostly American

Foreign Product Dominated Time In Mexico City in 1st Half of '55

Special to THE DAILY

MEXICO CITY, Dec. 12.—Foreign pictures, mostly American, took 64.3 per cent of the $5,000,000 gross which the 135 local theatres scored during the first half of this year, and Mexicans claimed the rest, it was announced by the Nacional Financiera, S. A., the government's fiscal agency, in its latest survey of the film industry. During the cited period, Mexican pictures claimed 51 per cent of the $5,200,000 gross in the provinces.

Of the $4,500,000 gross in the first half of 1954, foreign films took 54.6 per cent and Mexican 45.4 per cent. That gross and percentage applied solely to this city.

The average production cost of a picture in Mexico soared to the "unprecedented" $72,000 during the first 1955 semester, Financiera lamented. The average cost during the same period of 1954 was $61,150.

Production during the first six months of this year fell to 48 pictures of which Mexicans made 40, Americans five and there were three coproductions with Cubans. That compared to 50 films in the first 1954 semester, 50 by Mexicans, four by Americans.

The industry employs 23,310 persons—14,610 in exhibition, 7,500 in production and 1,200 in distribution.

TV, Radio to Plug 'Golden Arm' Debut

The world premiere on Thursday of Otto Preminger's "The Man With the Golden Arm" at the Victoria Theatre here will be beamed to a national audience estimated at more than 23,000,000 with a live telecast over WPIX and broadcast over two of NBC's network radio shows.

The ceremonies marking the opening of the United Artists release, will be carried over WPIX from 8:30 to 9:00 P.M.

Shirley Thomas, Hollywood reporter for NBC, is flying to New York to interview headliners at the premiere. The taped broadcast will be aired Friday over 197 NBC stations across the country via the Margaret Truman-Mike Wallace "Weekday" show, and later carried coast-to-coast on NBC's weekend program, "Monitor."

Nathan Ross, Oldest N.E. Salesman, Dies

BOSTON, Dec. 12.—Funeral services for Nathan Ross, 72, pioneer film salesman who died at his Belmont home after a long illness will be held tomorrow at Levine Chapel, Brookline.

The greater part of his industry career was spent with United Artists in this territory. Last May he was tendered a luncheon as the oldest active film salesman, sponsored by the Variety Club of New England and was given an honorary membership in the club. He is survived by his widow and a daughter.

'Look' Announces Its 6th Annual Awards For TV Programs

Television Today..

The programs Climax, Disneyland and The $64,000 Question were among the 14 winners chosen by newspaper TV critics and editors for "Look" Magazine's sixth annual TV awards, it was disclosed yesterday by the publication.

"Climax" received the award for best dramatic program, "Disneyland" for best children's program and "The $64,000 Question" for best quiz or panel program.

NBC-TV's production of "Peter Pan" received the award for best special program, a new category of programming added for the first time this year.

Ten Other Winners

Other winners of the annual "Look" TV awards were "The Ed Sullivan Show" for best variety program, "Omnibus" for best educational program, "Meet the Press" for best public-affairs program, "Cavalcade of Sports" for best sports program and John Cameron Swayze's "News Caravan" for best news program.

Also on the list of award winners were: Bishop Sheen's "Life Is Worth Living" for best religious program; George Gobel for best comedian, Garry Moore for best master of ceremonies, Alfred Hitchcock for best director and Robert Montgomery for best producer.

"Look's" TV award winners were nominated and voted upon by 1,450 newspaper TV critics and editors around the country. The ballots were tabulated by the accounting firm of Ernst & Ernst.

Presentation on Dec. 21

The awards will be presented on a special ABC-TV network half-hour show during "Masquerade Party" time on Dec. 21.

Of the network programs and personalities receiving the awards, NBC and CBS were tied with six apiece; and ABC received two.

Record for 'Prisoner'

Columbia Pictures' "The Prisoner," starring Alec Guinness and Jack Hawkins, broke all box-office records for the Plaza Theatre here on the opening two days, Saturday and Sunday, with a gross of $6,730 which surpasses by a wide margin the previous top figure set for the theatre, Columbia announced yesterday.

By Questionnaire

Annual Award Now Favored By 13-1 Vote

With returns tabulated from nearly 1,000 exhibitors who participated in the annual Audience Awards election, the percentage of those who would like to have it repeated as an annual event has risen to nearly 13 to 1. Out of 958 replies received to its recent questionnaire, COMPO reported yesterday that 848 voted that they would like to have it continued as an annual event, with only 67 opposed. The others were non-committal.

A total of 738 exhibitors expressed the opinion that the first poll was a success and 157 expressed a contrary opinion. Thirty-five exhibitors characterized it as fair and the others made no comment.

Many Prefer Earlier Voting

To the question as to whether the voting was held at the right time of the year, 618 answered "Yes" and 257 answered "No." There was a wide divergence of views among those who preferred that the election be held at some other period of the year, with the majority favoring the summer or early fall. One of the principal reasons advanced for this change of date was that it would allow more drive-ins to participate in the voting.

The length of the voting period (Nov. 17-27) was held satisfactory by 614 exhibitors, while 86 preferred a longer period and 181 a shorter period. The number of nominations (20 in each category) was approved by 601 exhibitors, but 237 believed it was too many and 67 regarded it as too few. The method of nominations by exhibitors was regarded as satisfactory by 779 exhibitors while 90 preferred some other method.

Minor Changes Suggested

While the large majority of participating exhibitors were satisfied with the nomination and election procedure, there were a number of comments suggesting minor changes. These included the suggestions that an actor or actress be named only once in the best performance categories, that the ballots be printed in larger type, that ballots be mailed in advance to motion picture patrons so they might have more time to study them, that nominations for the most promising new personality categories be definitely limited to those making their first appearances in pictures and that trailers and accessories be made available earlier.

'Gun' to State

"Man With the Gun," first film produced by Samuel Goldwyn, Jr., will be the Christmas holiday offering of Loew's State here, where it will open on Dec. 22.

THE MEN..THE WOME
OF AMERICA'S
BIGGEST OF THE YE

.THE WILDERNESS...
MOST EXCITING DAYS!

VICTOR MATURE
GUY MADISON
ROBERT PRESTON

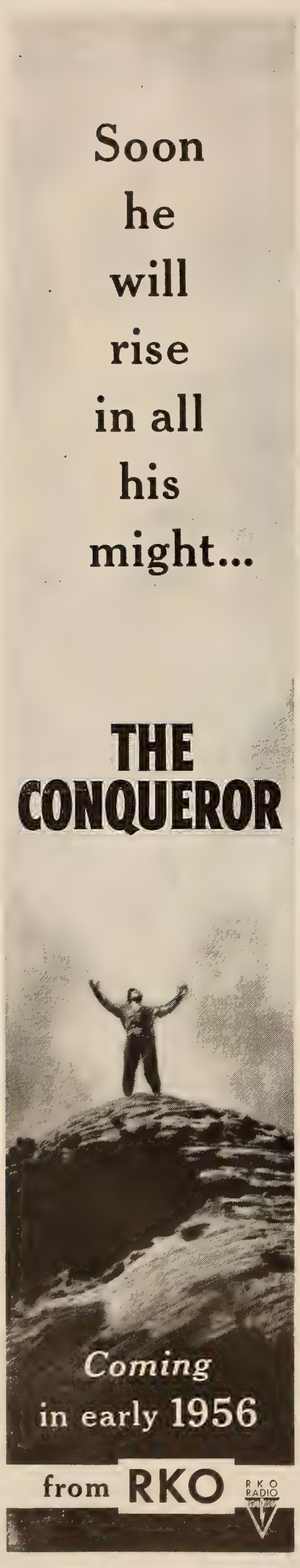
THE LAST FRONTIER

co-starring JAMES WHITMORE · ANNE BANCROFT · with RUSSELL COLLINS

Screen Play by PHILIP YORDAN and RUSSELL S. HUGHES · Based on a novel "The Gilded Rooster" by Richard Emery Roberts
Produced by WILLIAM FADIMAN · Directed by ANTHONY MANN · A COLUMBIA PICTURE

CINEMASCOPE
COLOR BY TECHNICOLOR

from Columbia!



Loew's 16mm. Dept. Gross

(*Continued from page 1*)

stated that the growth of commercial television in certain foreign markets had hurt business.

The Loew's International executive, commenting on the company's 16mm. business, said that "we supply all M-G-M product abroad in 16mm. wide-screen and 16mm. CinemaScope prints and we are encouraging our customers to convert to CinemaScope." He said that wide-screen 16mm. prints have an aspect ratio of 1.75:1 while the CinemaScope "small-gauge" prints are 2.55:1 with optical sound.

Completing 'Olympiad'

Hicks revealed that Loew's International's 40 offices abroad are in the last stages of ending the company's "10th Anniversary 16mm. Olympiad," a sales contest among the Loew's offices. This Olympiad will increase "by at least 10 per cent" Loew's 16mm. business due to the fact that the salesmen are securing new customers, he said, pointing out that the winners will receive a trip to Hollywood or some other prize.

Commenting on television, Hicks said that despite the inroads in 16mm. business in certain markets, "in the long run, the public will return to theatres for their entertainment." He said that many institutions with shut-ins, operating on small, limited budgets, may be lost as 16mm. film customers once a TV set is installed.

Hicks said that Loew's International conducts 16mm. business in 192 countries, excluding Iron Curtain nations. He said that the six countries which aren't 16mm. customers of Loew's International are Tibet, Buchain, Yenen, Sierra Leone, Goa and Pondichery.

Expects Expansion Here

In reply to a question concerning Loew's International expansion of its 16mm. sales to include the United States, now that the government's anti-trust suit has been dismissed in Los Angeles, Hicks replied that an expansion of such "small-guage" sales is up to the domestic sales force which is headed by Charles Reagan. Speaking as a 16mm. pioneer, Hicks, in rendering his personal opinion, declared that "such an expansion is an eventuality."

Void $60,000 Award

(*Continued from page 1*)

law violations in connection with first-run films via the bidding process. The decision of the circuit court was a victory for United Paramount Theatres, Inc., Paramount Film Distributing Corp., American Broadcasting-Paramount Theatres, Inc., and Intermountain Theatres, Inc., all of which had been sued for $450,000 on the alleged anti-trust law violation.

'Teaserama' Print To Be Destroyed

LORAIN, O., Dec. 12. – Lorain County prosecutor Paul J. Mikus said that the print of "Teaserama," burlesque film shown at the Lorain Drive-in, would be destroyed on March 24. This would be 120 days after the conviction of Richard Kline, manager of the Lorain Drive-in, on charges of exhibiting a picture "which tends to corrupt morals." Kline was fined $500 and costs in Lorain municipal court for exhibiting the film.

"By waiting 120 days the Kline case cannot be reopened under state statutes under any circumstances," Mikus said. "We will be within the letter of the law to destroy the film after the four-month wait."

The print was turned over to Mikus for safe keeping. Attorney Austin O'Toole, counsel for Kline, said he did not know if Kline would request return of the print. "Teaserama" was produced by Irving Klaw of New York who has been under fire by the Kefauver Senate Committee probing distribution of pornography. City Prosecutor Ray Miraldi said "Teaserama" is "nothing more than a smutty, rotten and vulgar motion picture which is not fit for public showing."

Raise $40,000

(*Continued from page 1*)

ner, acting as honorary manager of the Astor Theatre for the premiere, headed the distinguished gathering of celebrities and notables in attendance.

Both radio and television afforded extensive coverage of the Hal Wallis production's bow. Top-flight programs highlighting the event included "Pulse," NBC's early morning show, "Weekday" and "Monitor" air shows of NBC, and the Steven Allen television program "Tonight." In addition, "The Voice of America" is beaming taped radio accounts of the affair, in English, French, Italian and German, to its stations throughout the free world.

Cooperatives

(*Continued from page 1*)

ards of service and conduct of its members; seek a better understanding between distribution and exhibition and to cooperate with all groups seeking to solve the many pressing problems of the theatre owners, the officers said.

An executive director will shortly be selected, after which offices for the Association will be opened in a centrally located section of the country.

The next general meeting of the association will be in Cleveland on Feb. 18-19.

Joseph Cahill, 83

BOSTON, Dec. 12. – J. Joseph Cahill, 83, at one time city manager of the M & P circuit here and former owner of several film theatres in Brockton, Mass., where he was born, died in Palm Beach, Fla., it was reported here.

Elect Mears

(*Continued from page 1*)

ordinary independent exhibitors poles asunder.

"Unless something was done qui ly for the unfortunate independ exhibitors they would surely be el inated from the industry—and w would care? Their passing wo merely put into the pockets of monopolists what they were taking their cinemas before they closed.'

Sees Changed Situation

He indicated that it was not th intention to hold an inquest on past or to slam the C.E.A., of whi he was a founder member, but thi are changing in 1955. The C.E.A. to alter its constitution. Its new co stitution will not be too healthy the independent exhibitor, fear Mears.

"In America," he pointed o "there is an independent exhibito organization and in South Afri there is a very active one whic without many meetings, have pe suaded their government to set-up body to look into the question monopolies and restrictive practices He continued:

Cites Two Derelictions

"The C.E.A. have said that the represent the interests of *all* exhibitor To date, they have not done so at least two important matters—E tertainments Duty and the Ead Levy. I am prepared to conced that there may be quite a numbe of things in which the A.I.C. ca work together with the C.E.A. an any other trade association. Wha we ask, however, is proper recogni tion and representation on thos bodies in the interests of the exhibitors we serve."

A.I.C.'s newly-inaugurated president concluded with a plea for a re vision in the incidence of the tax fo the benefit of smaller exhibitors. He has long crusaded for a percentage system of taxation.

Chicago Is Expecting Post-Holiday Pickup

Special to THE DAILY

CHICAGO, Dec. 12.—With a few exceptions, loop and neighborhood theatre business has hit a definite slump but a return to better grosses is looked for after the holidays by a majority of the managers. Some managers feel that the lull is more noticeable because for several months business has been running above average.

An exception is "Guys and Dolls" at the Chicago Theatre where the picture is meeting all expectations. At the United Artists, business has been particularly brisk with the combination of "The Big Knife" and "Top Gun."

Meanwhile, ticket sales for "Oklahoma!" at the McVickers are said to be strong. Tickets are priced at $2.50 for weekday nights and $3 for Saturday nights. Matinees have been pegged at $1.80.

New York Hails "Rose Tattoo"

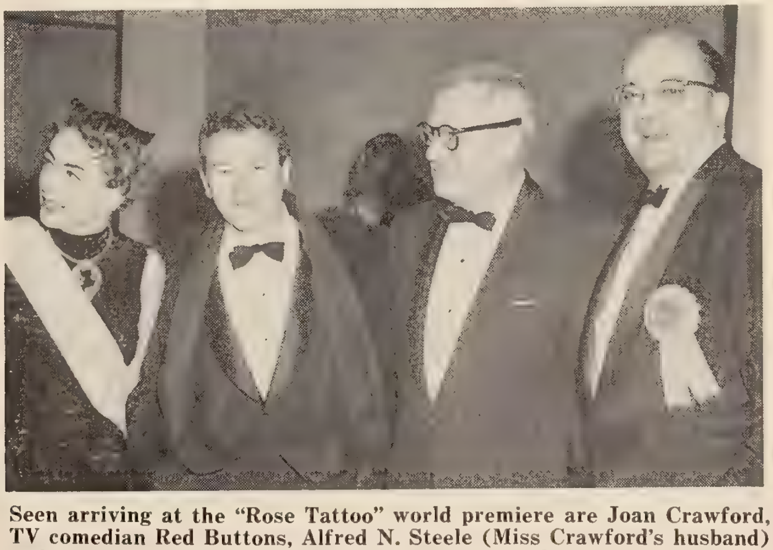
HAL WALLIS' "The Rose Tattoo," starring Burt Lancaster and Anna Magnani, had its world premiere last night at New York's Astor Theatre in an atmosphere of almost unparalleled glamor and excitement. As vast throngs pressed against police guard rails shouting approval, a steady stream of showbusiness "big names" arrived to attend the Second Annual Actors' Studio motion picture benefit opening. The premiere was followed by a gala supper party at the nearby Sheraton Astor Hotel. Film industry executives, civic and business leaders and diplomats as well as top stars of screen, stage and television witnessed the debut of the picture whose script Tennessee Williams fashioned from the play he wrote to fit the extraordinary talents of the fabulous Miss Magnani. The premiere was a sell-out, the audience having paid $50 per seat to be on hand for the first-night performance of the Paramount picture in VistaVision. Photo at right shows the scene in front of the Astor before the start of the film.

LANCASTER Anna MAGNANI in THE ROSE TATTOO
Astor
BURT ANNA LANCASTER MAGNANI TENNESSEE WILLIAMS THE ROSE TATTOO
BURT ANNA LANCASTER MAGNANI "THE ROSE TATTOO"

emiere usherettes (left to right) Cheryl Crawford, Mrs. Jules Stein, slie Caron, Helen Hayes, Joyce Grenfell, Mrs. William Rhinelander ewart and Geraldine Page are seen in the Astor lobby.

Marlon Brando arrives at the premiere and the newsreel camerman focusses on the Academy Award winner. Brando will star in Paramount's upcoming "To Tame a Land."

d Caesar, famed TV comedian, proffers a light via candelabra to tress Viveca Lindfors, "Rose Tattoo" producer Hal Wallis and actress ta Gam. Misses Lindfors and Gam served as usherettes at the lebrity-studded premiere.



Seen arriving at the "Rose Tattoo" world premiere are Joan Crawford, TV comedian Red Buttons, Alfred N. Steele (Miss Crawford's husband) and comedian-writer Abe Burrows. Miss Crawford was one of the several stars who acted as Astor usherettes for the benefit. *(Advt.)*

. . . NEWS ROUNDUP

Conn. Grind Policy Dropped

The Arch St. Theatre, New Britain, Conn., deluxe subsequent-run house recently leased by Perakos Theatres Associates, New Britain, Conn., from Glackin-LeWitt interests of that city, has dropped continuous performances on weekdays, with one complete show matinees and one complete performance evenings, Mondays through Fridays. The house is continuing full-time schedule on Saturdays and Sundays.

■

Cleveland Unit Meets Jan. 10

The Cleveland Motion Picture Exhibitors Association has set Jan. 10 as the date for its annual general meeting to elect officers. President of the association for the past two years has been Henry Greenberger of the Community Circuit.

■

Ohio Trial Is Postponed

Trial in Portsmouth, O., of the suit filed by several Southern Ohio exhibitors against the Huntington-Cincinnati Trucking Co. has been postponed because of the illness of the defendant's attorney. The exhibitors are seeking recovery of alleged overcharges and treble damages.

■

New Haven Marquee Wrecked

The marquee of the Crown Theatre, New Haven independent, was damaged beyond repair when a large truck sideswiped it in avoiding another vehicle. Leonard Sampson, Crown manager, estimated the damage at $8,000. It is covered by insurance.

■

Color for Mexican Shorts

Color for Mexican short subjects is being perfected so fast that by mid-1956 not one will be made in black and white, it was forecast by Manuel Barbachano Ponce, Mexico City producer of shorts and documentals. He is confident that Mexico color will match Hollywood standards.

■

K. C. Lobby an Art Gallery

To stimulate interest in all the fine arts, the Vogue, Kansas City art theatre, has set up an art exhibit in the lobby. The display, which is changed monthly, is called the Little Gallery.

■

WOMPI Host to Orphans

Children from 10 orphanages are invited to participate in the third annual Christmas party staged by the Women of the Motion Picture Industry, New Orleans, at the Imperial Theatre on Dec. 17 starting at 9:30 A.M. For the third consecutive year the Brunet's, Mrs. Rene, Sr. and Rene, Jr. are donating the theatre, and its facilities.

■

Symphony in Film Theatre

Through the cooperation of Sid Kleper, manager of the College Theatre, one of Loew-Poli's New Haven, Conn., houses, the Johnson Junior Symphony Orchestra will use the stage of that theatre for its weekly, Saturday morning rehearsals.

REVIEW:

Sudden Danger

Allied Artists

Hollywood, Dec. 12

Bill Elliott, playing a police detective this time, is the top name in this tangled tale of murder for money, and his public is sure to like his well timed, tight-lipped performance. Tom Drake, Beverly Garland, Dayton Lummis, Helene Stanton and Lucien Littlefield supply steady supporting performances and the plot has some complications and convolutions that are out of the ordinary. By and large, the billing-power is a fair measurement of the entertainment value of the attraction.

In the script by Daniel B. and Elwood Ullman, from a story by the former, Elliott, police lieutenant who disbelieves the seemingly obvious indication that a business woman, mother of a blind man played by Drake, has committed suicide, persists in his investigation until, following a second murder, he determines who the murderer is and brings him into custody after the usual pistol battle preliminary to capture. The secret of the identity of the killer is well kept until close to closing.

The picture was produced by Ben Schwalb, and direction is credited to Hubert Cornfield.

Running time, 65 minutes. General classification. For December release.

WILLIAM R. WEAVER

Tells of Salesmen's Place in Industry

Special to THE DAILY

ATLANTA, Dec. 12.—Film salesmen are willing to "carry the torch to light the darkened houses throughout the nation," David Bartell, general counsel for the Colosseum of Motion Picture Salesmen, said in an address to the Atlanta loge today, adding that the increased profit to the distributor would more than pay for the additional salesmen it would take to carry out this program effectively.

Bartell said that the film salesmen are most anxious to participate in a program of maintaining a prosperous and healthy industry by diligently serving the exhibitors within the framework of company policy.

Prosperity, Bartell said, is of mutual concern, and the several facets of the business are dependent upon each other for success.

Recalling that the Colosseum was formed in Atlanta on May 6, 1944, at a meeting at the Henry Grady Hotel, Bartell said that the organization had proved its importance and is a "valuable, vibrant, and vital force in the growth and stability of the dynamic motion picture industry."

Cameo, Balto., Set For German Films

The Cameo Theatre in Baltimore has signed with Casino Film Exchange of New York for a full year's supply of German product, it was announced here yesterday by Munio Podhorzer, president of the Casino organization.

Addition of the Casino brings to 16 the number of American houses now playing German language pictures, Podhorzer stated, adding that he expects to sign other situations next year in cities such as St. Louis and Cincinnati which have large German language groups. Prodhorzer, at the same time, announced the conclusion of a series of discussions with German film industry leaders, aimed at intensification of efforts to widen the circulation of German pictures in the American market.

Production Level Remains at 30

HOLLYWOOD, Dec. 12.—Five pictures were started and five others completed last week, maintaining the shooting level at 30.

Started: "Oklahoma Woman," (American Releasing); "Werewolf," (Columbia); "Hit and Run," Hugo Haas, (Ind.); "Lisbon," (Republic), and "Man in the Gray Flannel Suit," (20th-Fox).

Completed: "Mother-Sir," (Allied Artists); "Solid Gold Cadillac," (Columbia); "Weapon," Hal E. Chester, (Ind.); "Lust for Life," (MGM), and "Emergency Hospital," (Bel-Air).

Projectionist Dies

BOSTON, Dec. 12.—Joseph Cohan, 56, projectionist at the Casino Theatre here, died suddenly. He had been a member of Local No. 182, IATSE, since 1938.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

A NEW design in its alumin railings for theatres is nounced by Lawrence Metal Pro ucts, Inc., Lynbrook, N. Y. They anodized (alumilited) railings th have been prefabricated for easy stallation on the spot by regular ma tenance men. For both interior a exterior locations, the units are sa to be both weather-proof and ru proof. It is stated further they r quire no more than a slightly dam cloth "to keep them looking fre and clean."

•

Two new "five-cent" candy ba have been marketed by the Hob Candy Corporation, Ashley, Ill. Th "Coco-Bela" has a center of dai butter caramel with coconut and fres roasted peanuts, covered with ric milk coating. The "Chocolate Malted has a center of chocolate malted mil nougats and peanuts, topped with layer of caramel and covered with rich milk coating. Both are packed i 24's and 120's.

•

Best Devices Company, Inc., Cleve land, has a new torison counte balancer designed to permit "quiet non-jarring closing of projection roo door shutters." Units are available t fit the makes and sizes of all existin shutters, it is declared. The balance consists of a shaft that rotates o bearings formed by two end mounting brackets, a torison spring and a arbor that winds or unwinds a cabl that fastens to the shutter door.

•

New sponge rubber carpet lining with a special fiber topping for "anti-friction" has been developed by Hewitt-Robins, Inc., Stamford, Conn. Called "Tex-Top," the lining comes in gauges of 3/16 and 1/4 inches; widths of 36 and 53 inches; and lengths of 20 yards. For sale at an "economy price," the new product complements the company's first-line carpet underlay called "Kik-Kwik." The "anti-friction" top of the latter is made possible by a new method of rubber compounding.

•

August F. Schoenfeld, Jr. has joined the Ampex Corporation, Redwood City, Calif., manufacturer of theatre sound equipment and magnetic tape recorders, as field service engineer for Ampex's Instrumentation Division in the New York and Washington districts.

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

OL. 78. NO. 113 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 14, 1955 TEN CENTS

Allied Absent

New Tax Drive Tops COMPO Meet Agenda

Charter Member Groups At Tomorrow's Parley

By MURRAY HOROWITZ

The proposed anti-tax campaign is xpected to top the list of crucial issues at tomorrow's meeting here of he Council of Motion Picture Organizations, the first such meeting since llied States' defection.

The prominence of the anti-tax ssue was learned as it was disclosed hat every charter member organization, with the exception of Allied tates, will have representatives at he Sheraton-Astor Hotel meeting of he COMPO membership, board of irectors and executive committee.

Although Allied States, as were

(*Continued on page* 7)

RKO Acquires 16 GT Stations; Way Now Cleared for Merger

From THE DAILY Bureau

WASHINGTON, Dec. 13.–The ederal Communications Commission as approved the transfer of 16 radio nd television stations from General eleradio, Inc. to RKO Radio Pictures. Approval of the transfer will ow enable RKO and General Teleadio to merge into one company, which will be known as RKO Teleadio Pictures, Inc.

Approval was given by the FCC taff. Commission action was not necssary, since no transfer of controls vas involved.

Hal Wallis Plans 4 Films for Next Year

Four pictures under the Hal Wallis roductions banner will be made next ear, beginning with "Gunfight at .K. Corral," starring Burt Lancaster, al Wallis reported here yesterday.

Wallis, in New York for the openng of his "Rose Tattoo," said that all f his 1956 productions would be re-

(*Continued on page* 7)

NTA Buys TV Rights To 10 of Selznick's Films for $1,000,000

National Telefilm Associates has purchased the television rights to 10 David O. Selznick feature motion pictures which will appear on United States and Canadian TV outlets commencing next May, it was jointly announced yesterday by Frank I. Davis, president of the Selznick Co., and Ely Landau, NTA president. The purchase price was reported at $1,000,000.

The sale was consummated between Oliver A. Unger, NTA executive vice-president, and Davis in Hollywood. A final contract, in which NTA secures the TV rights, but not the theatrical rights, is expected to be

(*Continued on page* 6)

Edison Award to 'Man Called Peter'

Twentieth Century-Fox's CinemaScope production of "A Man Called Peter," which was selected the "Film Best Serving America's Interest" in 1955 by the Thomas Alva Edison Foundation, received that organization's first annual Mass Media Award at a dinner held at the Waldorf-Astoria Hotel here last night.

W. C. Gehring, executive assistant

(*Continued on page* 6)

TOA Exhibitor Survey Reveals

No Prejudice Against Showing British Films

Answers to the Questionnaires Disclose Obstacles That Must Be Overcome

There is no basic prejudice on the part of American exhibitors against the showing of British pictures, but several obstacles must be overcome before British films will have a stronger box-office pull in U.S. theatres. This was revealed yesterday in an analysis and compilation prepared by Theatre Owners of America and based on a survey which covered 128 exhibitors who operate approximately 3,000 theatres. Questionnaires were sent to 212 members and non-members of TOA. Results of the survey were released to both the American and British trade press.

According to the findings, there will be little improvement in the box-office on British product unless and until: (1) The pictures are made more entertaining for the mass of American theatre-goers, as distinguished from the patrons of "art" houses; (2) British stars become better known to the mass of American patrons, and (3) there is better ex-

(*Continued on page* 4)

Ford Grant to Rogers Cause

The Will Rogers Memorial Hospital has been notified that it will be included among hospitals receiving a grant from the Ford Foundation. The hospital was advised that within the limits of the grant the sum of $25,900 would be given for the purpose of improving or making additions to facilities or services; additions to or training of personnel and conducting research.

Abe Montague, president of the Will Rogers Memorial Hospital and

(*Continued on page* 4)

REVIEW:

The Rains of Ranchipur

20th Century-Fox—CinemaScope

Torrential floods and devastating earthquakes have been presented on the screen before, but it is doubtful that they have ever been staged, either singly or together, with such terrific impact as both are in 20th Century-Fox's "The Rains of Ranchipur."

This depiction of nature on the rampage–made all the more overwhelming in CinemaScope and stereophonic sound–comes as the thrilling climax to a film which boasts many other elements designed to attract and please large audiences. Among these are the huge and impressive cast gathered by Producer Frank Ross, headed by such money-making personalities as Lana Turner, Richard Burton, Fred MacMurray, Joan Caulfield, and Michael Rennie (in the order billed).

And, further, there is proven box-office appeal in the story, as based on Louis Bromfield's popular novel, "The Rains Came"–a book which served Fox well when it was originally made into a film back in 1939. This account of the romantic involvements of a small group of Westerners in a province in India called Ranchipur has the kind of dramatic

(*Continued on page* 4)

ITOA Will Testify At Small Business Committee Hearing

The Independent Theatre Owners Association adopted a resolution authorizing members of its legal committee to testify at the Jan. 25 hearings of the Senate Small Business Committee in Washington, it was announced following a luncheon meeting at the Sheraton Astor Hotel here yesterday.

The exhibitor organization already

(*Continued on page* 4)

Goodman Named Kastner Aide at Col.

Lacy W. Kastner, president of Columbia Pictures International yesterday announced the appointment of Morris Goodman as his aide on sales and distribution throughout the world. Goodman recently relinquished the

(*Continued on page* 4)

PERSONAL MENTION

HENRY GINSBERG returned to Hollywood yesterday from New York.

•

Alfred E. Daff, Universal Pictures executive vice-president, will return to New York today from Hollywood.

•

Harry Lamont, president of Lamont Theatres in the Albany area, has been discharged from St. Peter's Hospital there and will leave for Florida in January.

•

John W. Gardner, who operates the Turnpike Drive-in at Westmore, N. Y., is vacationing in Fort Lauderdale, Fla., with **Mrs. Gardner**.

•

Emery Austin, M-G-M exploitation head, and **Arthur Canton**, Eastern press representative, left here by plane yesterday for Buffalo.

•

George Nicholas, of the M-G-M studio publicity department, returned to the Coast yesterday from New York.

•

T. C. Reddin, Paramount's London publicity and theatre chief, has arrived in New York from England.

•

Moe Kerman, independent distributor, will leave here at the weekend for the Coast.

•

Robert Rossen, producer-director, will arrive here on Friday from Europe on the "United States."

•

John Tobin, Stanley Warner district manager, was in Albany and Utica yesterday from Boston.

FJP Leaders Dine, Talk Plans Tonight

One of the highlights of the amusement division's participation in the 1955-56 campaign of the Federation of Jewish Philanthropies will take place at the Hotel Pierre here tonight when more than 100 industry representatives gather for an informal dinner and a roundtable discussion of individual responsibility in communal affairs.

Adolph Schimel, chairman of the amusements division, will preside at the dinner, which is the first of this type to be held in many years.

Stressed will be the significant contributions being made by Federation's 116 affiliated agencies which annually serve more than 620,000 New Yorkers irrespective of their race or religion.

To Start Showing 'Scope 55 Jan. 23

A target date of Jan. 23 has been set by 20th Century-Fox for the start of demonstrations of its new CinemaScope 55 process in the principal cities and trading areas of the United States and Canada as part of a worldwide program introducing the enhanced entertainment medium, it was disclosed yesterday.

The newly-developed CinemaScope 55, to debut in February with the world premiere of the adaptation of Rodgers & Hammerstein's "Carousel," will be shown to more than 200,000 theatremen and community opinion makers at special theatre programs during a period of four to six weeks, commencing in late January.

Wide Range of Invitations

Invited to showings will be exhibitors, editors and representatives of the lay and film trade press, TV and radio executives, editors of technical magazines and newspapers, educational figures, stockbrokers, stock market analysts, civic, social and women's club leaders and stockholders of the film company.

Current plans call for demonstrations in 15 to 20 cities per week with exchange cities of the company's domestic and Canadian exchange offices serving as hubs in the multipronged campaign. A team of 20th Century-Fox executives, headed by W. C. Gehring, executive assistant general sales manager; Alex Harrison, Western sales manager; and Glenn Norris, Eastern sales manager, will host the programs.

'Arm' Promotion Set; Premiere Tomorrow

The entire promotional campaign for Allied Artists' "The Man with the Golden Arm," which will have an invitational world premiere at the Victoria Theatre here tomorrow, will utilize a single design for all displays, a stark and stylized drawing of an arm centered in a field of rectangular shapes. The design, executed by Saul Bass, will be used in every advertisement for the Otto Preminger production.

The invitational preview at the Victoria here tomorrow will draw hundreds of executives from exhibition, production and distribution, as well as the three stars of the film.

Fire Shutters Globe

The Globe on Broadway here was struck by a fire of undetermined origin early yesterday morning, resulting in damage to the stage and the loss of the theatre's screen and drapes. The theatre, closed at the time of the fire, did not reopen for the day and is expected to remain shuttered until Christmas Day, when "Dance Little Lady" bows there.

Settle Filmakers Hub Suit; RKO May Get Disputed Picture

Special to THE DAILY

BOSTON, Dec. 13.–The litigation between Federal Film Co. and Albert Swerdlove of Boston as plaintiffs and New England franchise holders against Filmakers Releasing Organization of California was settled today for an undisclosed sum of money. The suit which was pending in the Federal District Court here has been discontinued without prejudice. Federal Film Co. and Swerdlove will continue to distribute Filmakers' product in the New England territory.

The major issue in the litigation was the distribution of the film "The Bold and the Brave" which Filmakers had withdrawn from the franchise. It is understood that this film will be given to a major film company for national release with RKO mentioned as the probable company to handle it. An announcement to this effect is expected shortly.

Kerman Buys Felder Interest in 11 Firms

A deal has been consummated whereby Moe Kerman has purchased all of Joe Felder's interests in 11 corporations. Kerman and Felder were associated together approximately 11 years in these various enterprises. The corporations involved are:

Favorite Films, Corp., Savoy Films Corp., Tudor Pictures, Inc., Allied Films, Inc., Congress Films, Inc., Favorite Attractions, Inc., Zenith Features, Inc., Monarch Films Corp., Regal Television Pictures Corp., Emblem Television Pictures Corp. and Mutual Productions Corp.

Kerman will continue to operate these various enterprises.

'Battle Cry,' 'Eden' Set as a Dual by WB

Closely following the Audience Awards poll victory of James Dean in "East of Eden" and Tab Hunter in "Battle Cry," Warner Brothers has made both pictures available for booking and are playing them in situations across the country to grosses reported as exceptional.

To date the pictures are playing the following situations: Center, Denver; Uptown and Villa, Salt Lake City; Warner, Milwaukee; Capitol, Madison; Ada, Boise; Paramount, Ogden; Rio, Appleton; Venetian, Racine; Sheboygan, Sheboygan; Raulf, Oshkosh; Warner, Reading; Jayhawk, Topeka, and the Boulevard, Wichita. There will be between 50 and 60 additional engagements on these pictures opening over the weekend.

A.A. Revolvin Loan Extende

From THE DAILY Bureau

HOLLYWOOD, Dec. 13. – Alli Artists Pictures Corp. has extend its loan agreement to Jan. 1, 195 with the Security-First National Ba of Los Angeles in participation wi Bankers Trust Co. of New York,

Steve Broidy **George Burrows**

was announced today by preside Steve Broidy and George D. Burrow executive vice-president.

The new agreement provides for revolving loan of a maximum of $2 500,000 and also permits guarante up to $600,000 covering bank loa to producers releasing their pictur through Allied Artists.

The previous loan arrangeme with the same banks allowed borrow ing up to a maximum of $1,750,00 and guarantees of $500,000.

TV Station Transfer To FPC Blocked

TORONTO, Dec. 13.–The Canad an Broadcasting Corp., through board of governors which contro television and radio in the Dominio has denied the application for th transfer of Station CKLW-TV a Windsor, Ont., from Western Ontari Broadcasting, Ltd., to Paramoun Windsor Theatres, a subsidiary o Famous Players Canadian Corp.

The announced reason was tha multiple ownership of TV or radi stations is opposed and Famous Players already has a 50 per cent interes in television broadcasting units a Kitchener, Ont., and Quebec City.

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WHEN
THAT
PHONE
RINGS-
RANSOM!

SCREENED WITH A SCREAM THIS WEEK AT M-G-M!

We've got a new dramatic blockbuster that crashes into the headlines like "Blackboard Jungle" and "Trial." We saw it in our projection room and it just had a sensational audience Preview in California! In two words: "GET 'RANSOM!'" *(January Release)*

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Written by **CYRIL HUME** and **RICHARD MAIBAUM**
Directed by **ALEX SEGAL** • Produced by **NICHOLAS NAYFACK**

(Available in Perspecta Stereophonic or 1-Channel Sound)

No Prejudice

(*Continued from page* 1)

ploitation of pictures on the national level.

It was pointed out that some discrepancies appear in the total, due to the fact that in some instances certain questions were not answered, or, if answered, did not present a sufficiently clear-cut statement from which a definite "yes" or "no" could be fairly derived. The questions and their answers, numerically, follow:

Question I

Do British pictures not get a better play in this country because you feel your audiences do not like them?

Yes: 89
No: 5

Question II

Have you tried playing them and has there been poor audience reactions?

Yes: 87
No: 7

Question III

Do you feel that a good advertising and exploitation job has been done on British pictures, in this country?

No: 66
Yes: 25

Question IV

Are you familiar enough with British product so as to decide whether there has been an improvement in the pictures? If you are, do you feel there has been a steady improvement?

Yes: 75
No: 24

Question V

Do you feel that you should reappraise your ideas of what audience reactions to British pictures are?

No: 62
Yes: 30

Questions VI and VII

What do you feel should be done by British producers to make their product more acceptable to American patrons?

What do you feel should be done by British producers and by the distributors of British films to get you more interested in playing British pictures in the theatres you operate?

(1) There should be a build up of English stars at the American national level through:

(a) personal tours of stars; and,

(b) advertising and exploitation in magazines, in trade papers, on television, on radio, etc. The stars should be sold to the American public. Noel Coward and Alec Guinness are given as the only two British stars who have actually reached the American patrons. Most of those answering, give the lack of advertising, public relations and exploitation, as the major reasons why British pictures do not do better in this country.

(2) There should be a more energetic sales organization for British pictures. Several suggested that there should be one source of distribution for British pictures, headed by an American specialist in distribution. When British pictures reach exhibitors through the major distributors, they are asked to pay rentals much too high, especially since most of the non-art theatres play the pictures as co-features.

(3) The greatest single complaint about the pictures themselves is the use of the "heavy" English accent. Others mentioned often are: lack of action, too little universality, too much drawing room and not enough outdoor action, lack of humor that Americans understand and enjoy, and poor sound.

(4) The good British pictures, by and large, do much better in "art," or specialty houses, than in regular theatres. The aim of British producers should be to reach the patrons of the regular houses, and to make pictures more in keeping with Hollywood's approach. They must find out what the American public wants. Various suggestions were made to accomplish these ends:

(a) the greater use of color and of the new processes; (b) the greater use of American scripts; (c) the employment in England of American authors and of American directors; (d) the greater use of American techniques; (e) analysis of the British pictures that do well in this country to determine, if possible, why they do well; and, analysis too, of the British pictures that do poorly to determine why they do poorly. Do the same with American pictures; (f) the loan of British stars to Hollywood to act in American-made pictures; and, (g) the elimination of much of the heavy and long dialogue.

(5) Emphasis should be on the "lighter" British pictures, that is, comedies and stories in lighter vein.

Question VIII

Have you played "Dam Busters" (Warner), "End of the Affair" (Columbia), "Doctor in the House" (Republic)? If so, how did these pictures do?

"Dam Busters"

Poor, 25; below average, 3; fair, 9; fair to good, 1, and good, 2.

"End of the Affair"

Extremely poor, 17; below average, 3; poor, 29; fair, 16, and good, 2.

"Doctor in the House"

Extremely poor, 1; poor, 14; below average, 3; fair, 16; fair to good, 2, and good or better, 27.

11 of the answers in this category added a qualification of "especially in art houses," or words of similar effect.

The Rains of Ranchipur

(CONTINUED FROM PAGE 1)

situations and characters that audiences will enjoy, whether they are encountering them for the first time or meeting them again. In addition to being moved up in time to the present in the screen play of Merle Miller, the story has been given the tremendous advantage of production values that were not available 16 years ago.

Splendiferous is the word for the settings of this picture, which range from the lavish palace of a Maharani, with its expansive gardens and glittering pools and its showy interiors, to the teeming streets of Ranchipur and a lush jungle in which a tiger hunt is conducted.

Seeing most of these sets destroyed when the rains, flood and earthquakes descend upon them forms the climactic event of the picture which will have audiences talking about it weeks afterwards. For at least 10 minutes the director, Jean Negulesco, spreads havoc and destruction all over the CinemaScope screen. Whole buildings crumble; huge crevices form in the earth to consume screaming extras; and a broken dam sends torrents of water forth to cover everything in sight. This is the kind of awe-inspiring spectacle that only the theatre screen can provide!

Just as this tirade of nature will jolt the audience, so it serves as a catalyst for resolution of the emotional problems of the characters. It forces Miss Turner, playing a spoiled and selfish American adventuress to recognize that Burton, an Indian doctor with whom she has fallen in love, owes his first allegiance to helping his people rebuild their country—and not to her. So she decides to leave Ranchipur with her husband, Rennie, a cynical English lord who has discovered during the tragedy that he really loves his unfaithful wife. And MacMurray, as a disillusioned American engineer turned to drink, finds incentive to try again in the love of Miss Caulfield, a young American girl with a sense of humor and ideals who wants to reform him.

These people have had their various dilemmas expanded at some length prior to the catastrophe of nature, and there is a great deal of character "analysis" which will convince some in the audience and strike others as superficial. About the acting there should be general agreement, however, that it is competent, with the performances of Burton and Miss Caulfield being a great deal more than that. Mention should also be made of the fine characterization of Eugenie Leontovich as the regal and charming but stern-willed Maharani who plays hostess to the English lord and his wife.

The real stars of the picture, however, are the rains, the earthquake and the flood.

Running time, 104 minutes. General classification. For December release.

RICHARD GERTNER

ITOA

(*Continued from page* 1)

is on record in opposition to Allied States Association's proposal for th regulation of film rentals by the Federal Trade Commission.

ITOA president Harry Brand stated: "We do not want any Federa Trade Commissioner setting film rentals. This is not in the best interes of the independent exhibitors and w want Congress to know how we fee about it. This can turn out to be bigger boomerang than competitive bidding. All we need to put us out of business is another empty victory such as was achieved with divorcement and the elimination of block bookings. These conditions caused shortage of product from which we are now suffering. If rentals regulation is added, it could make the present product famine look like a feast It would give no relief whatsoever.'

Protest on Sound and Prints

A second resolution empowered the ITOA film committee to notify the film companies to service ITOA theatres equipped for stereophonic magnetic sound with appropriate prints. The resolution resulted from complaints of the membership that properly equipped stereophonic sound installations are being discriminated against and being serviced with optical sound prints by certain companies.

Ford Grant

(*Continued from page* 1)

Research Laboratories stated: "This is the first time any agency or foundation outside the amusement industry has recognized the work of our industry's hospital and research laboratories. This recognition more than justifies the great amount of work given to this hospital by a small number of dedicated men within the motion picture industry. It more than convinces all of us that the work of vitally convinces all of us that th work of our research laboratories is needed.

This grant should stimulate added interest throughout the amusement world in supporting our hospital, and certainly should make most people in our industry aware of the continuing need for funds at 'our' hospital, particularly at this time during our annual Christmas Salute."

Goodman Named

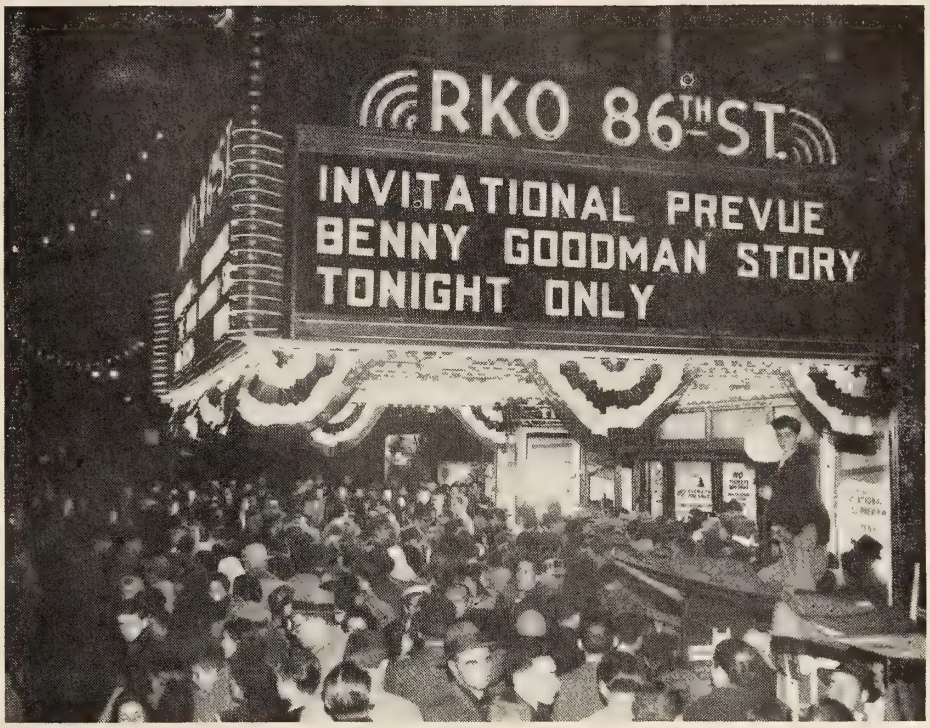
(*Continued from page* 1)

position of Columbia's sales manager for Continental Europe and the Middle East, with headquarters in Paris, to accept the new assignment.

Before joining Columbia, Goodman headed Republic's foreign operation for over a decade as president of that company's international subsidiary. In July, 1945, he left Republic to accept a special assignment as the industry's representative atttached to the U.S. Department of State in Germany and Austria, where he functioned as special consultant in connection with the government's program to rehabilitate the motion picture industries of both countries.

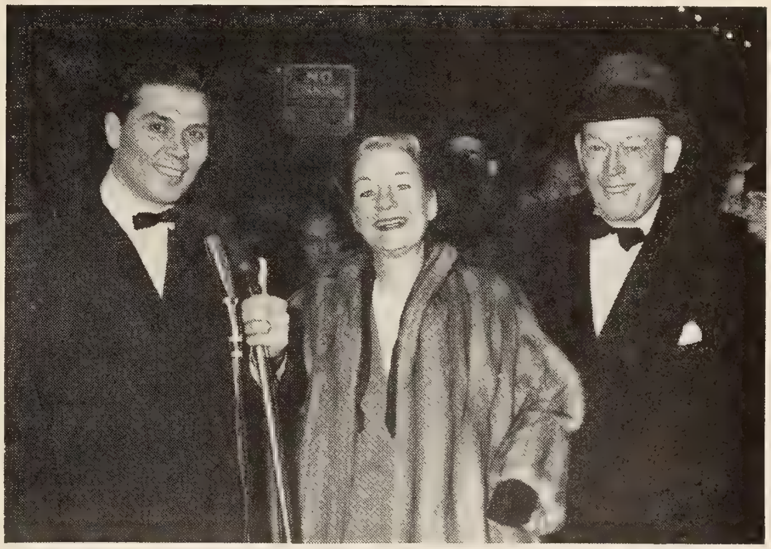
"Benny Goodman Story" Hailed at Preview

A CAPACITY AUDIENCE jammed the RKO 86th Street Theatre in New York last night for the gala invitational preview of Universal-International's "The Benny Goodman Story," in Technicolor starring Steve Allen and Donna Reed. Following the preview there was a 90-minute network television salute to the picture on the NBC-Steve Allen "Tonight" show which was tied in with exhibitor previews and exchange television parties in 20-odd exchange cities, all as part of U-I's unprecedented advance promotional campaign to expose more people to the advance selling of the picture than any other previous picture in the history of the Company with the aim being to top the record grosses of "The Glenn Miller Story," the Company's top grossing film of all time. At the right is a photo taken in front of the RKO 86th Street Theatre, as celebrities arriving were greeted by a scene of excitement and enthusiasm that had all the earmarks of the typical Broadway or Hollywood premiere.

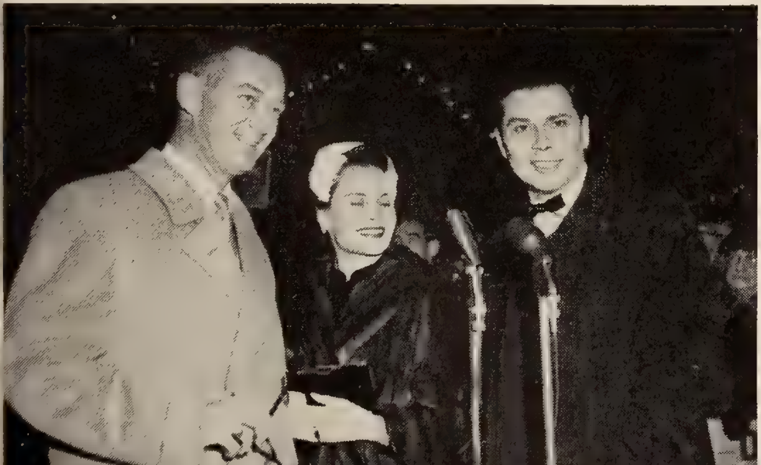


The Benny Goodman Story

he real Benny Goodman and the "reel" Benny Goodman—Steve llen—and their wives arrive for the preview and are welcomed by harles J. Feldman, center, Universal Pictures vice-president and eneral sales manager.



Fred Allen, comedian of films, radio and television, and Mrs. Allen are interviewed upon their arrival by Gene Rayburn, of the "Tonight" television program.



lvester L. "Pat" Weaver, recently named chairman of the National roadcasting Co. board of directors, is shown here with Mrs. Weaver he is interviewed by Gene Rayburn on the "Tonight" video show.

Among the guests at the preview were, left to right, Mrs. Edward L. Fabian, Mr. and Mrs. Samuel Rosen, Charles J. Feldman, Universal vice-president; Ray Moon, "U" assistant sales manager, and Edward L. Fabian, of Stanley Warner Theatres.

(Advt.)

NTA Buys

(*Continued from page* 1)

signed next week. It was said that some of the films may still have theatrical value and that Selznick wanted to retain these rights.

The 10 films involved in the package deal are "The Farmer's Daughter," "Notorious," "Since You Went Away," "Portrait of Jenny," "The Paradine Case," "I'll Be Seeing You," "The Spiral Staircase," "Garden of Allah," and two versions of "A Bill of Divorcement," one starring John Barrymore and Katharine Hepburn and the other featuring Adolphe Menjou and Maureen O'Hara, which will be re-titled for TV release.

The deal is limited to the U. S. and Canada, and is for a period of five years. Selznick added to the announcement of the sale that, while the price per picture for each of the 10 films included in the transaction exceeded $100,000, he and his associates had rejected even larger offers per picture since others of his films were still in theatrical re-issue or about to be re-released by RKO Radio Pictures and were included in such offers.

The acquisition of the Selznick films brings the NTA film library to over 300 feature films.

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

ONE OF THE great motion pictures of all time, J. Arthur Rank's Technicolor production, "The Red Shoes," starring Moira Shearer, Anton Walbrook and Marius Goring, which won three Academy Awards, has been selected by ABChieftains for presentation in the "Famous Film Festival" series. First part of the classical film will be telecast Sunday, Dec. 25 (7:30-9:00 P.M.) and the second half will be beamed on New Year's Day in the same time slot. The Hans Christian Andersen story was adapted by Michael Powell and Emeric Pressburger, who also co-produced it. . . . Robert W. Gilbert, brilliant young Hollywood attorney whose recent victories in suits involving the Screen Projectionists Guild and the Screen Extras Guild have already won him national acclaim, is the son of L. Wolfe Gilbert, whose song hits include "Waitin' for the Robert E. Lee," "My Mother's Eyes," "The Peanut Vendor," "Ramona," "Mama Inez" and "Down Yonder." . . . Two ex-Republic Pictures staffers, Alex Leftwich and Frank Seavers, will form their own production firm to produce theatrical and TV films.

☆ ☆ ☆

Jon Arthur

The Jon Arthurs (he's the star and ABCreator of "No School Today" and "Big Jon & Sparkie") are awaiting Sir Stork's fourth visit some time about New Year's Day. . . . Tenoriole John Feeney's fine WORbling every Friday at 7:45 P.M. with Mac Perrin's skillful ivory-accompaniment, make for a delightful quarter hour of song and cheer. Series is directed by Maurice Barrett. . . . Which reminds us that another Barrett named Judy, good-looking and talented young chick, has just been signed as voGAList with Ted Huston's orchestra which is currently featured at the Cleveland Hotel in that city. Judy should be a natural for records. . . . Al Stahl Productions currently filming an eight-minute sales promotion pix, "House for the Bride," under an arrangement with United States Steel Homes, Inc. (U. S. Steel subsidiary).

☆ ☆ ☆

Amana Co. will toss a pre-Christmas press reception at Toots Shor's tomorrow eve for Phil CBSilvers, whose new "You'll Never Get Rich" program has already zoomed the bespectacled comic into strong contention for national honors among laugh-provokers. . . . Stories we like to hear and PRINT. A wealthy man, who loves Danny Thomas' artistry, often attends the studio where "Make Room for Daddy" is filmed and after each visit sends a check for $25 to the St. Jude Hospital fund. The fan explains that "since Danny gives a show that would cost at least that much in any night club, I feel the least I can do is contribute to his favorite charity after he's entertained me." (Make room for a dear heart and gentle person.) . . . Every so often Bill (Life of Riley) Bendix comes up with what he refers to as a "revoltin' development." Riley's latest bon mot is "When you can read the handwritin' on the wall . . . your house needs painting."

☆ ☆ ☆

Back in 1926 before the advent of the talking picture, Grosset & Dunlap, the book publishers, met with great success in their venture, marketing hardbound reprints of stories adapted for motion pictures. G. & D. (not the vermouth people) have added TV stories to this lucrative practice, the newest books based on MCA-TVehicle, "Dr. Hudson's Secret Journal" (Lloyd C. Douglas) and Ziv's "I Led Three Lives" (Herbert A. Philbrick). . . . Circle Film Labs, by the addition of a strip of metallic tape adhered to the negative tape, has increased the life expectancy of film negatives by 200 to 300 per cent. . . . Marian Marlowe makes her fifth appearance on the "Ed CBSullivan Show" next Sunday. . . . What started out as a one day stunt to plug its new TV series, "Long John Silver," has met with such marked success that Goodman's noodles, sponsor of the popular "pirate series," now has requests from scores of Metropolitan N. Y. school principals asking that the fully-costumed Pirate, equipped with treasure maps and gold coins, visit their schools for special lectures and showings for the TV television film.

Edison Prize

(*Continued from page* 1)

general sales manager for 20th-Fo accepted the award from Charl Edison, the Foundation's honora president and former governor New Jersey.

Other Edison Foundation award and special citations were presente to Arne Sucksdorff's "The Great Ad venture," which was named the "Be Children's Film," and Walt Disney' "The African Lion," which was se lected "Best Science Film for Youth.

The Columbia Broadcasting Sy tem's "You Are There" was selecte the "Television Program Best Portray ing America"; CBS' "Let's Take Trip," was named the "Best Chi dren's Television Program"; Nationa Broadcasting Co.'s "Mr. Wizard" wa named the "Best Science Televisio Program for Youth"; Mutual Broad casting System's "Family Theatre won the award as the "Radio Pro gram Best Portraying America"; CBS "Adventure in Science" was name "Best Science Radio Program fo Youth."

Columbus Station a Winner

"National Station Awards" went t WBNS-TV, Columbus, O., as th "Television Station That Best Serve Youth in 1955" and to WTIC, Hart ford, Conn., as the "Radio Statio That Best Served Youth in 1955." The American Broadcasting Co. received a special citation "for outstanding public service in makin reports on the growing shortage o scientists and engineers availabl over the ABC national radio network." The Philadelphia televisio program, "The Big Idea," receive a special citation also for "encourag ing the scientific imagination of the American television audience."

The purpose of the awards program is to encourage mass media productions that make meaningful the values of the American tradition, present heroes and ideals worthy of emulation by children, interest young people in science and in scientific and engineering careers, and eliminate unwholesome elements.

Edison Decries Violence

In presenting the award to 20th-Fox's "A Man Called Peter," Edison stated: "A false impression is gained of American life from spectacular, violent or sordid films. There is a great need for motion pictures that promote the true interests of our people by portraying America in a manner to increase understanding both at home and abroad of the American way of life and the ideals of the American tradition. The growing importance of foreign audiences for American films contribute to the significance of the award."

'Oklahoma!' in L.A.

LOS ANGELES, Dec. 13.—"Oklahoma!" will open at the United Artists Theatre in downtown Los Angeles on Dec. 24, to run concurrently with its engagement at the Egyptian Theatre in Hollywood.

'ax Drive

(*Continued from page* 1)

her member organizations, was in- ted to send delegates, no Allied ates responses had been received) to press time last night.

The charter member organizations gnaling their attendance are Thea- e Owners of America, Motion Pic- re Association of America, Variety lubs International, Independent ieatre Owners Association, New ork, Metropolitan Motion Pictures ieatre Association, New York, So- ety of Independent Motion Picture oducers and the Committee of rade Press Publishers. In addition on-charter members also have in- cated their acceptance of invita- ons.

The widespread acceptances to the eeting was seen to augur well for ontinuance of the organization de- pite Allied States withdrawal, al- ough industry observers declined a it prediction, noting that only the iembership can make a decision on OMPO's future.

Initiated by Pinanski

The proposal to inaugurate an in- istry drive for the total elimina- on of the Federal admission tax as forcefully made by Sam Pinan- i, one of COMPO's governing tri- nvirate. The other two members the triumvirate, Wilbur Snaper, llied States' representative and Al ichtman, 20th Century-Fox distribu- on director, are expected to be re- laced, if a triumvirate set-up for the ganization is agreed upon at the ieeting. Snaper will be out because Allied States' withdrawal, while ichtman may resign because of ill ealth.

'allis Plans 4

(*Continued from page* 1)

ased by Paramount, the company ith which he has been associated. ollowing the Lancaster starrer, Wal- s continued, he plans to make an- her Dean Martin and Jerry Lewis m, with production on the latter ated for February or March. In lay or June, he added, "The Rain- aker" is planned, with another Ten- essee Williams play "Summer and moke" scheduled to be produced in ie fall.

'reminger Cut 'Arm' head of Censor

Admission that deletions were iade in "The Man with the Golden rm" has been made by producer tto Preminger, the "New York lerald Tribune" reported yesterday.

Preminger was quoted as saying iat approximately 60 feet was cut om the film before it was submitted the New York censor board. The eleted footage was said to have iown "dope" being heated over an pen flame. It was stated that reminger made the cut when he be- ame cognizant of the New York tate law barring the showing of the "methods" of narcotics handling.

The deleted footage, however, was in the print shown to a New York trade and press screening last week. The following day, United Artists, distributor of the picture, and Preminger told the press that it had been passed "as presented" to the New York State censors. No indication was given that the version approved by the New York censor was different from that shown at the trade and press screening the day before.

Dr. Ward Bowen, acting director of the New York State censor board, declined to comment on the picture.

REVIEW:

The Man with the Golden Arm

Preminger—United Artists

DESPITE A TOP CAST, other quality production investments and his own effective direction, Otto Preminger's excursion into the film story field of slum area drug addiction is a disappointment, both as novelty and as entertainment.

The unrelieved sordidness of the story and its characters defeats the histrionic efforts of a good cast, headed by the box office–potent Frank Sinatra, the capable Eleanor Parker and the popular newcomer, Kim Novak, and numerous, well chosen supporting players.

The characters, without exception, command a minimum of sympathy. The audience meets them, not on their way down, but already arrived at a stage of degradation for which there is no explanation, nor is any valid hope planted that they will succeed in changing. Thus, audiences have no more link with the characters and the happenings on screen than has a passing throng of curious at the scene of a crime with the anonymous principals thereof.

The story's setting is a slum area of Chicago's northwest side to which Sinatra returns from a "cure" at a Federal institution for drug addicts. He resolves to stay away from drugs and likewise from his old job as a dealer in a low-life poker game run by Robert Strauss. His wife, Miss Parker, has feigned a spinal injury and has convinced Sinatra that he is responsible for permanently crippling her. By this means she hopes to hold him after he becomes involved with Miss Novak.

Disappointments, irritations and the old environment weaken Sinatra's will and he soon is calling again on the dope peddler, played by Darren McGavin. Eventually his craving for drugs forces him to resume card dealing, costs him a job as a drummer in a dance band and fastens suspicion on him when McGavin is found dead after a visit to Sinatra's and Miss Parker's room. The denouement comes with the discovery that Miss Parker is not a cripple and was responsible for McGavin's death. She commits suicide, leaving Sinatra and Miss Novak to face the future together.

THE STORY is unrelieved by humor except the questionable recourse to treating shoplifting and thievery by Arnold Stang in a jocular manner. Also questionable is the detailed depiction of a narcotic being prepared for and administered to Sinatra, and the impression given that he succeeded in curing himself of addiction in a repulsive ordeal of torment in Miss Novak's room. This is questionable procedure in the public interest and contrary to qualified medical advice. Sinatra's depiction of the tortures of an addict deprived of his drug during the latter sequence seemed unnecessarily prolonged, with the result that it becomes more aggravating than shocking.

The picture is being distributed without a Production Code seal, which should put exhibitors sensitive to public reaction on notice that they should see it themselves before booking, in order to determine whether or not it's for their theatres.

As has been indicated in the foregoing, there is much more than the subject of drug addiction in "The Man with the Golden Arm" to give many exhibitors pause. Moreover, the approach, when not bordering on the melodramatic, belongs to the school of super-realism, alien to accepted Hollywood offerings. As a study in social problems it may have clinical interest. As theatrical entertainment, it misses the mark.

The screenplay is by Walter Newman and Lewis Meltzer, based on the novel by Nelson Algren. The picture is "talky," intermittently delaying story progress and thereby calling marked attention to its two-hour length.

Running time, 119 minutes. Definitely adult audience classification in many respects. Release date, not set.

SHERWIN KANE

National Pre-Selling

COLUMBIA'S "Picnic" will be supported by a national magazine advertising campaign of considerable magnitude.

Full-page ads will appear in the Jan. 30 issue of "Life," the Feb. 7 issue of "Look," in "Collier's" of Feb. 17 and in "Redbook," "Seventeen" and "American" magazines' February issues.

Striking page ads will also appear in the March issues of "Photoplay," "Modern Screen," "Movie Life," "Movie Star Parade," "Movieland," "Silver Screen," "Screen Stars," "Filmland," "Movie Secrets" and "Film Life."

•

"Queen Bee," "The Treasure of Pancho Villa" and "I Died a Thousand Times" are recommended to the readers of "Woman's Home Companion's" December issue.

•

An interest-compelling ad on "I'll Cry Tomorrow" appears in the December issue of "Good Housekeeping."

•

David Butler's production "Glory," starring Margaret O'Brien, receives substantial assistance from a pictorial story appearing in the December issue of "Parent's" magazine. Interesting photos made on the production set are captioned with text playing up the fact that Miss O'Brien is returning to the screen as an adult star.

•

An eye-catching page ad on "All That Heaven Allows" will appear in the January issue of "Seventeen."

•

"Pageant" magazine's January issue will have a six-page picture story on Rossana Rory, the blonde Italian actress starring in Warners' "The River Changes."

•

" 'I'll Cry Tomorrow;' " reports Ed Miller in the December "Seventeen," "is the achingly dramatic true story of Lillian Roth, the singer who was a popular star at 18, and an alcoholic at 20. She spent her next 16 years in a living nightmare, before making her recent comeback. Susan Hayward—who also makes an exciting debut as a singer, incidentally—gives a superb, heart-rending performance as Lillian."

•

"Kismet" is advertised on the table of contents page of "Collier's" current issue.

•

"Saturday Review" in its current issue has departed from its usual type front cover by devoting it to a scene from "The Rose Tattoo," starring Anna Magnani. In the same issue is a review by Arthur Knight who says, "Anna Magnani's acting is the sort of thing one encounters once in a generation and Tennessee Williams has written a screen play of real substance and mature insight."

WALTER HAAS

The Customer Is Always Right!

BEST ACTRESS OF THE YEAR

JENNIFER JONES

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in

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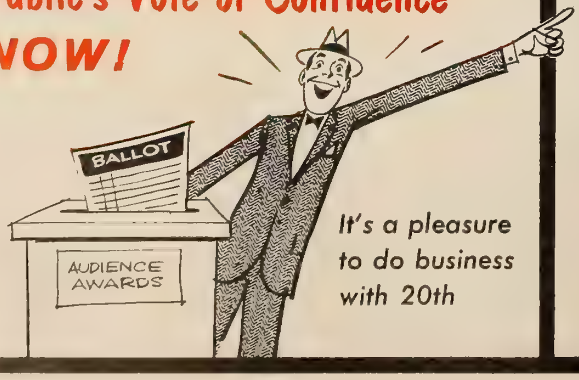

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 114 NEW YORK, U. S. A., THURSDAY, DECEMBER 15, 1955 TEN CENTS

EDITORIAL

The Presidency Of Loew's, Inc.

By Sherwin Kane

THE vast Loew's, Inc. organization is fortunate indeed to have within its ranks one so eminently qualified as Arthur M. Loew to pick up the reins relinquished yesterday by Nicholas M. Schenck after 28 momentous years as chief executive of the company and as one of the real leaders of the industry.

Son of the highly esteemed Marcus Loew, founder of the company, the new president was practically "born into motion pictures," inheriting from his father a pioneering spirit which enabled him to develop the company's international distribution organization with the same foresight and energy employed so successfully by his father in the domestic market.

•

His production experience and administrative judgment broadened vastly in recent years, Arthur Loew assures the company of an uninterrupted order of the highest executive ability and ensures it continuance of its place of eminence in the industry and the world of entertainment.

The greatest of good will, the sincerest of good wishes, flow from every corner of the globe-girdling motion picture world to Arthur Loew as he assumes his new position of almost limitless responsibility and opportunity—opportunity to serve mankind with the greatest of all boons, wholesome entertainment.

•

The Loew's organization is doubly fortunate in that Nicholas M. Schenck, whose ability, courage and wisdom has guided the company so surely and soundly through years

(*Continued on page 2*)

Arthur Loew President of Loew's; Schenck Chairman

ARTHUR M. LOEW

President, Loew's, Inc.

Arthur M. Loew, newly elected president of Loew's, Inc., is the son of the industry pioneer and company founder, the late esteemed Marcus Loew. Born in New York City in 1897, Arthur Loew joined the company after service in the Navy in World War I. He soon gravitated to the inter-

(*Continued on page 6*)

NICHOLAS M. SCHENCK

Chairman, Loew's, Inc.

Nicholas M. Schenck, for many years one of the real leaders of the motion picture industry, and one of the amusement world's most outstanding figures, is a living example of the American success story. He came to America at the age of nine with his parents and brother, Joseph. Ambitious and

(*Continued on page 6*)

Continues as President Of International Co.; Directorate Added To

Arthur M. Loew was elected president of Loew's, Inc., at a regular meeting of the company's board of directors here yesterday. He succeeds Nicholas M. Schenck, who tendered his own resignation, then strongly urged the selection of Loew as his successor. Schenck was elected chairman of the board, the first chairman the company has had.

Loew, whose father Marcus Loew founded Loew's, Inc., has been active in the Metro-Goldwyn-Mayer organization for 35 years. As president of Loew's International, which position he will continue to hold, he has supervised the company's film distribution and theatres in all countries outside the United States and Canada.

Studied Studio Operations

During the past year Schenck assigned Loew to make an intensive study of the company's studio operations. Since last March, the newly elected company president has made many trips to Culver City, California, where the M-G-M Studios are located. His reactions and reports on company matters led Schenck to the decision that in Loew he had found

(*Continued on page 6*)

Shor, Blank to Head Films' 'Dimes' Drive

Ruben Shor, president of the Allied States Association of Motion Picture Exhibitors, and Myron N. Blank, president of the Theatre Owners of America, have been named co-chairmen of the motion picture division of the 1956 March of Dimes, it was announced yesterday by Basil O'Connor, president of the National Foundation for Infantile Paralysis.

Shor and Blank have joined forces in an effort to mobilize the theatre owners of the United States behind the forthcoming March of Dimes

(*Continued on page 7*)

Rank Adopts All-VV Program for 1956

From THE DAILY Bureau

HOLLYWOOD, Dec. 13. — J. Arthur Rank Organization will produce all of its 1956 product in the VistaVision process, it was disclosed here today by Bert Easey, head of the Rank studios camera department.

Easey said that John Davis, managing director of the Rank organization, plans 18 films during the 1956 calendar year,

During the current year, the Rank organization produced seven films in the VistaVision process, Easey pointed

(*Continued on page 6*)

Notice

Quigley Publications are not associated with the Council of Motion Picture Organizations (COMPO) or with any trade press publishers committee of that organization. Quigley Publications will, however, continue to support such projects of COMPO as appear to be in the best interest of the industry.

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THE MAGAZINE FOR YOUNG ADULTS

PERSONAL MENTION

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, will return to New York today from Europe.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by BERNARD LEVY and AL SICIGNANO, is in Buffalo from New York.

•

CHARLES J. FELDMAN, Universal Pictures vice-president in charge of distribution, will leave here today for the Coast.

FOSTER M. BLAKE, Universal Pictures Western sales manager, will arrive in Los Angeles today from Kansas City.

•

PRINCE LITTLER, British talent agent, returned to London yesterday from New York via B.O.A.C. Monarch.

•

PETER GLENVILLE, director, returned to England yesterday from New York.

•

VANESSA REDGRAVE, daughter of MICHAEL REDGRAVE, will spend the holidays in New York.

•

KIRK DOUGLAS will arrive in New York today from Hollywood.

•

MARY MURPHY will leave New York today for London via B.O.A.C.

B'way-Type Bow for 'Conqueror' in UK

British socialites are participating in activities leading up to the forthcoming London premiere of Howard Hughes' "The Conqueror."

Mrs. John Ward will be president of a special committee being formed to sponsor the premiere scheduled to take place on Feb. 2, at the Odeon Theatre. Named as organizing secretary of the committee is Lady Beddoe Rees, active in British charities.

According to Lady Beddoe, proceeds from the London premiere of "The Conqueror" will go to two worthy causes—the Victory Ex-Services Club and the Special Forces Benevolent Fund.

Hamilton to MC AMPA

Neil Hamilton, stage, screen and television star, will be master of ceremonies at the annual Christmas party of the Associated Motion Picture Advertisers which will take place at the Hotel Picadilly here on Tuesday.

Editorial

(*Continued from page 1*)

of depression, war and grievous economic trial, has elected to continue in association with it as chairman of its board of directors, a post hitherto unfilled in the company.

The motion picture industry, too, will be the better for Schenck's decision. It will continue to have available to it on many occasions his sound counsel, his many years of intimate knowledge of every phase of industry operation, and his sure and invaluable sense of what is good for motion pictures and what is right in relations between the motion picture and the public.

'Goodman Story' to Chicago on Feb. 2

"The Benny Goodman Story," Universal-International's picture based on the life of the "king of swing," starring Steve Allen and Donna Reed, will have its world premiere at the Chicago Theatre in Chicago on Feb. 2, it was announced yesterday by Charles J. Feldman, following the picture's invitational press preview in New York.

The Chicago world premiere, which will be in the nature of a homecoming celebration for both Benny Goodman and Steve Allen, natives of Chicago, will climax a comprehensive promotional campaign. Both Goodman and Allen will participate in the pre-premiere and premiere activities.

Finance, Distribution In New Aldrich Pact

HOLLYWOOD, Dec. 14.—Associates and Aldrich Co., which filmed "Big Knife," will enter the packaging field and will participate in financing and distribution setups for other independent producers, Robert Aldrich has announced.

The first will be "Ride Back," to be produced by William Conrad and directed by Allan Miner, which United Artists will finance and release, with Aldrich furnishing guarantees and completion bonds.

Johnston, Clark to Coast for Confabs

WASHINGTON, Dec. 14.—Eric Johnston, Motion Picture Association president, and Kenneth Clark, vice-president, will leave here tomorrow for Hollywood to confer with officials of the Association of M. P. Producers and of Hollywood guilds. Johnston will go to his Spokane home for the holidays from Hollywood, returning here Jan. 3 or 4. Clark returns here directly from Hollywood next week.

Pulitzer Film Prize Is Under Discussion

The advisory committee for the new Arts Center of Columbia University is giving active consideration to means of having motion pictures and possibly other mass communications media included in the annual Pulitzer Prize awards.

It is likely that industry leaders will be consulted if and when the committee agrees on a procedure for submission to the Pulitzer Prize Committee of Columbia University.

Sargent to Report On Audience Awards

The report on the Audience Awards project to today's meeting here of the Council of Motion Picture Organizations will be made by Thornton Sargent, of Los Angeles, acting on behalf of Elmer C. Rhoden, national chairman of the recently-concluded campaign, now in Europe.

The Audience Awards report will be one of the many topics discussed at the meeting, which will get under way at the Sheraton-Astor Hotel.

Legion, Smithsonian, Ohio Honor 'Mitchell'

The American Legion, the Smithsonian Institution and the state of Ohio are among the groups paying tribute to the late Gen. William L. Mitchell through the medium of Warner Brothers' "The Court-Martial of Billy Mitchell," the film dramatization of the life of the man who sacrificed his career for a modernized air force.

The Smithsonian Institution in Washington will add to its Mitchell exhibit a side-by-side photograph of the distinguished officer and a picture of Gary Cooper, who portrays the flyer in the film.

The Aviators' Post, No. 743, American Legion, will sponsor the special New York premiere of the picture at the Criterion Theatre here on Dec. 21.

In Zanesville, O., last night, that city climaxed a three-day celebration with a gala, two-theatre world premiere of the picture. The state was officially represented at the affair by Gov. Frank Lausche.

Hutner Resigns from 20th-Fox Post

Meyer Hutner, account executive for 20th Century-Fox in charge of "Carousel" and all other CinemaScope 55 productions, has resigned from the company effective on Dec. 31. He has been with the company nine years. Following a vacation, Hutner will announce his future plans.

Directors O.K.

Merger Plan o Atlas with RK Pictures Gain

Directors of Atlas Corp., R Pictures, Inc., and other corporati have approved the Atlas proposal the merger of their respective co panies, with Atlas continuing as t surviving company, Floyd B. Odlu Atlas president, announced here y terday.

The other companies which ha okayed the proposed merger inclu Airfleets, Inc., San Diego Corp. a Wesatch Corp. Directors of buquerque Associated Oil Co., al included in the merger plan, ha approved the proposal in princi and will meet Saturday, in buquerque, to take formal action garding the matter.

Total Assets $110,000,000

The combined assets of the merg company will total approximate $110,000,000 based on Nov. 30, 195 pro forma figures, it was stated. T merger plan will require a two-thir vote of the shareholders of the spective companies. It is expect that the plan will be submitted f stockholders' approval in Februa or March of 1956, after the necessa procedures before the Securities an Exchange Commission have bee completed.

The main stockholders in RKO Pi tures, the former parent company RKO Radio Pictures, are Atlas an Howard Hughes, who bought an then sold the operating compan Odlum, in his original announcemen stated that Hughes had agreed principle to the merger plan.

Exchange of Stock Provided

The merger agreement, whic provides for the exchange of fou shares of new Atlas common for five and-a-quarter shares of RKO Picture common, is dated as of Nov. 30, 1955 and will take effect immediately upo shareholders' approval of the plan.

'Samurai' Booked

"Samurai," a new Japanese motio picture in color, will have its Ne York premiere at the Little Carnegi Theatre, following "Heidi and Peter into that 57th Street playhouse.

'Indian' to Mayfair

The New York premiere of United Artists' "The Indian Fighter," starring Kirk Douglas, will be held on Dec 21 at the Mayfair Theatre on Broadway.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club. Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sxth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-president; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

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TENT TALK

Variety Club News

LONDON.—Nat Cohen, chairman and managing director of Anglo-American Film Distributors, has been elected chief barker of London's Variety Tent in succession to James Carreras. Other officers of the newly-elected crew are Ben Henry, Charles Pearl, John Harding and Norman Harrington.

△

MEMPHIS. — Guilbert Brandon, Film Transit, Inc., has been named chief barker of Memphis Variety, Tent No. 20. His father, M. H. Brandon, formerly was chief barker. He succeeds M. A. Lightman, Jr., present chief barker.

Other officers elected are: Alton Sims, Rowley United Theatres, first assistant; Fordyce Kaiser, Allied Artists, second assistant; Howard Nicholson, Paramount, property master, and Nate Reiss, Reiss Enterprises, dough guy. Canvasmen are: George Simpson, Conrad Bach, Tony Edesco, Ed Doherty and Tom Kirk.

△

CHARLOTTE. — Recently elected as the officers of Tent No. 24, Variety Clubs International, are: J. F. White, chief barker; Charles B. Tresler, first assistant; J. H. Holston, second assistant; John Vicks, Sr., property master, and R. M. Simril, dough guy.

△

BALTIMORE.—Tent No. 19 of Variety Clubs International recently announced the election of its 1956 officers.

They are Earl Leurs, chief barker; I. K. Makover, first assistant; Joseph Walderman, second assistant; Nathan Klein, property master, and Oscar Kanter, dough guy.

One Giant, 3 Models Set 'Alexander' Tour

Dave Ballard, said to be the world's largest press agent—he stands seven feet, five inches and weighs 345 pounds—this week will launch a Coast-to-Coast tour with three Powers models as a feature of the promotional campaign for Robert Rossen's "Alexander the Great," which United Artists will distribute.

Cities on the foursome's itinerary include Boston, Philadelphia, Baltimore, Washington, Charlotte, Miami, New Orleans, San Antonio, Houston, Dallas, Tucson, Phoenix, San Diego, Los Angeles, San Francisco, Portland, Seattle, Salt Lake City, Denver, Omaha, Kansas City, St. Louis, Des Moines, Minneapolis, St. Paul, Chicago, Milwaukee, Indianapolis, Detroit, Toronto, Montreal, Springfield, Mass.; Worcester, Providence, Hartford, New Haven, Memphis, Nashville and Louisville.

Arthur Loew Elected

(*Continued from page 1*)

a logical choice for a new president.

Following Loew's election to the company presidency Schenck said: "In Arthur Loew I think we have the most progressive and capable executive in the motion picture industry. His record as a distributor of films abroad has been equalled by none. He has been in close touch with M-G-M production and he has produced pictures himself. The company is most fortunate in its choice of a new president who will have my complete cooperation."

J. L. Sullivan

Schenck will remain active in the affairs of the corporation. He has been president of Loew's-M-G-M since 1927 when he was elected on the death of Marcus Loew, who in 1924 had effected the merger of three companies, Metro, Goldwyn, and Mayer. Since Schenck became president the company has enjoyed unprecedented success in film production and distribution, weathering crises of depression and war and establishing the trade mark of Leo the Lion as the most widely known industrial symbol throughout the world.

Arthur M. Loew was born in New York City in 1897 and served in two World Wars. He is a graduate of New York University, and in addition to his experiences with foreign distribution he has been an entrepreneur in motion picture production. He produced "The Search" and "Teresa," which respectively introduced Montgomery Clift and Pier Angeli.

Board Augmented

In addition to the election of a new president, the Loew's board of directors voted to increase its membership from 11 to 13. The two new members are Arthur M. Loew and John Lawrence Sullivan. Sullivan served as assistant to the commissioner of Internal Revenue in 1939, was Assistant Secretary of the Treasury from 1940 to 1944, Assistant Secretary of the Navy for Air in 1945, Undersecretary of the Navy in 1946-1947, and Secretary of the Navy from 1947-1949. He is a senior partner in the law firms of Sullivan and Wynot of Manchester, N. H., and Sullivan, Bernard, Shea & Kenney of Washington, D. C.

Arthur M. Loew

(*Continued from page 1*)

national department, wholly undeveloped at the time, and established M-G-M's world-wide distribution system. Later, he was responsible for the company's acquisition of showcase theatres in strategic centers abroad.

In addition to his outstanding record in distribution and exhibition in the world market, Loew has engaged in production and, during the past year, was delegated full authority in studio matters, necessitating his adoption of what amounted to a commuter's schedule between New York and Culver City.

Transfilm to Make Entertainment Films

Theatrical motion pictures and television film programming are on Transfilm's agenda for the coming year, according to William Miesegaes, president of Transfilm, New York producer of industrial films and TV film commercials. Miesegaes this week established a special projects division to handle such filming. Walter Lowendahl, executive vice president of Transfilm and president of the Film Producers Association of New York head the new section.

Plans now are being set for the production of a children's TV series. Lowendahl is expected soon to announce the selection of one of several theatrical properties now under consideration. In order to devote full time to this new project. Lowendahl has assigned his former industrial film activities to Robert H. Klaeger, vice president in charge of TV film commercials.

In 1951, Transfilm produced the film version of Gian-Carlo Menotti's "The Medium" which was filmed in Italy.

Nicholas Schenck

(*Continued from page 1*)

energetic they were soon working as errand boys for a New York City drug store, later becoming pharmacists operating their own establishment.

They branched out into amusement park operation and on the advice of the late Marcus Loew acquired and operated theatres, which developed into Loew's Consolidated Enterprises in which the two Schenck brothers became partners. On the formation of Loew's, Inc., Nicholas Schenck became first vice-president and general manager, and became president of Loew's-MGM on the death of Marcus Loew in 1927. Schenck's tenure in the post was brought to an end with his resignation yesterday and election to the board chairmanship of Loew's, Inc.

Elect Hart President Of Authors League

At the annual meeting of the Authors League of America, Inc., the following officers were elected to serve for a two-year term:

Moss Hart, president; Rex Stout, vice-president; Ann Petry, secretary, and Arthur Schwartz, treasurer.

Rank-VV

(*Continued from page 1*)

out. He and George Ashworth, Ran studio's kinematograph engineer, le for London tonight after placing a order with the Mitchell Camera Co here for five more regular VistaVisio cameras, plus movements and casting for four location cameras weighin 17½ pounds, of the type successfull introduced by Paramount in the filming of "The Mountain," in the Frenc Alps.

Rank already has four VistaVisio cameras and with the new purchase will have a total of 13 VistaVisio cameras. Delivery of the Mitchell i to be made by next March with the first shipment due in London in earl February.

The British technicians disclose this information today at Paramoun where they visited for conference with Loren L. Ryder, head of studi engineering and recording, and othe executives, and an exchange of information on the latest VistaVisio information.

MGM, Quaker Oats In Premium Deal

Fifty-seven circuit heads representing more than one thousand theatres in the U. S. have agreed and thousands more are expected to agree to participate with M-G-M and the Quaker Oats Company in a promotion deal in which 60,000,000 premium tickets for children will be distributed by the cereal manufacturer in packages of its product beginning on Dec. 27, it was announced by M-G-M.

Each ticket will be good for admission of one child under 12 when accompanied by a paying adult, to participating theatres showing "Forever Darling," set for release on Feb. 10 and "Forbidden Planet," to be released on March 30.

Finalization of the joint Quaker-M-G-M promotion was announced by Charles M. Reagan, vice-president and general sales manager for Leow's, and Howard Dietz, Loew's vice-president and director of advertising, publicity and exploitation.

Elect Harold Miner To Century Board

Harold S. Miner, vice-president in charge of the new Fifth Ave. at 43rd St. office of the Manufacturers Trust Co., has been elected to the board of directors of Century Theatres.

Miner also is a director and treasurer of CARE and a director of the Gray Manufacturing Co.

Silvers on Telethon

Phil Silvers, TV's M-Sgt. Ernie Bilko, will head up the parade of stars who will appear in the 19-hour television show to be staged on Jan. 14 and 15 over WABD DuMont on behalf of the Arthritis & Rheumatism Foundation, it was announced by Sol A. Schwartz, president of RKO Theatres and general chairman of the Foundation's 1956 Telethon.

Shor, Blank

(*Continued from page* 1)

rive to raise the money to care for 3,000 patients and to continue in-ɔnsive research.

"As on countless other fronts in ıe fight against polio," O'Connor ıid, "these volunteers are once more emonstrating that the objective of ıe March of Dimes—victory over a ɔrmidable crippler—is one in which ll of us can unite and work to-ether."

The showing of the 1956 March f Dimes trailer, "On Our Way" star-ıng Audie Murphy, and the coop-ration of theatres on a community ɔvel are among the objectives of the ıotion picture division, O'Connor aid.

UA Flying Critics to Arm' Debut Tonight

Fifty-five out-of-town newspaper ritics from 36 key cities in the Jnited States and Canada will attend onight's world premiere of Otto Preminger's "The Man With the Golden Arm" at the Victoria Theatre n Broadway.

This marks the first time in United Artists history that a group of film eviewers has been flown to New York to attend an opening.

The critics, who are coming from ɔoints as distant as Houston, Los Angeles and Toronto, are scheduled o arrive in New York this morning ınd will remain overnight as guests of United Artists.

In all, more than 1,000 celebrities, ndustry executives, civic leaders and ɔress representatives will participate.

On Two TV Outlets

The arc-lighted proceedings launch-ng the Preminger production will be elecast over WPIX and broadcast ɔver two of NBC's highest-rated radio hows, "Weekday" and "Monitor."

President Arthur B. Krim heads a contingent of United Artists home of-fice and field chiefs attending the premiere, including Robert S. Ben-amin, chairman of the board; Wil-liam J. Heineman, vice-president in charge of distribution; Max E. Youngstein, vice-president, and Arn-old M. Picker, vice-president in charge of foreign distribution.

"The Man with the Golden Arm" was inadvertently referred to in a MOTION PICTURE DAILY story as be-ing an Allied Artists release. It, of course, is being distributed by United Artists.

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Levy Analyses Decision

TOA Congratulates Defendants, Skouras in 16mm. Case Actions

The Theatre Owners of America, in an "Industry Case Digest" of the 16mm. anti-trust action prepared by Herman M. Levy, TOA general counsel, expresses its "thanks and appreciation to those defendants who decided, as they should have, to battle with force, with logic, and with intelligence, this attempt by the Federal Government to intrude on legitimate business enterprise."

Herman Levy

Levy, in analysing the decision handed down by Federal Judge Leon Yankwich in Los Angeles last week, said that Spyros P. Skouras, president of 20th Century-Fox, is to be "congratulated for his candor and sincerity" while a witness in the case.

The TOA general counsel declares that "all of us know that for years distributors have been wailing about the excessive cost of serving the 'small exhibitors.' They have claimed that it is an unprofitable segment of business for distributors; that they obtain 80 per cent or 90 per cent of their revenue domestically from the top 20 per cent, or so, of the theatres in the country. Those are the types of statements exhibitors and exhibitor leaders have been given for years on almost every occasion when relief has been requested for the 'small exhibitor.' "

Quotes Skouras Testimony

Levy's analysis includes some of Skouras' testimony in answer to questions while on the witness stand. Skouras, in replying to a question concerning the importance of theatre revenue indirectly cited 20th-Fox's history, the analysis points out, but follows up with a court question, in which was asked "Can you tell us what in your opinion would happen to a small exhibitor generally, not in a particular instance, if you adopted a general policy of quick distribution of motion pictures to television, omitting the value of remakes and reissues."

The TOA anaylsis states that Skouras answered: "Definitely the majority of the small theatres of America would close their doors. At least eight to ten thousand."

Cites Small Margin of Profit

Levy says that in answer to other questions, Skouras said that the margin of profit for a small theatre is very small and the impact of TV was great; that the small theatre is a struggling industry; that if it were not for the Federal admissions tax reduction many more theatres would have closed; that wide-screen development such as CinemaScope played a part in helping the small theatres—it helped "somewhat, but not sufficient that we can say that the small theatres of America can be saved if the entertainment that they sell with admission later on is offered to the public gratis."

The anaylsis then states that "and then came the $64,000 question" in which Skouras was asked: "How would the closing of these small theatres affect your revenue?" Skouras replied: "Very substantially, to the point that we would be in the red."

Sees Example for Others

Levy sums up his analysis by stating that "to the best of my recollection, and I have been representing exhibitor interest since 1933, that is the first time that a public statement of this kind has come from a distributor head. Mr. Skouras is to be congratulated for his candor and sincerity. And now it is time for all other distribution company presidents to revaluate their opinions of the position of importance of the 'small theatres' to their companies and to the industry, to recognize their sad plight, and to offer major relief.

"Up to this point all that the 'small theatre' owner has been confronted with is demands for prohibitive film rental, untenable conditions of licensing, and callous indifference to his welfare and continued existence. He is the 'forgotten man' of the industry."

Tax for Flood Relief Added to Tickets in Connecticut Theatres

Special to THE DAILY

HARTFORD, Dec. 14.—The anticipated hike in theatre taxes in Connecticut—to help pay for state flood damage—is going through.

A new temporary flood-recovery tax increase program designed to raise upwards of $15,000,000 in revenue during the next nine months, was developed by Governor Ribicoff and Republican and Democratic leaders of the Legislature here.

The new program provides for increases in the state sales tax, the cigarette tax, liquor tax and also tax rises for corporations, public utilities, domestic insurance companies and theatres. Corporation, public utilities, theatre seat and domestic insurance tax rates would be raised by 12½ per cent surtax on their 1955 business year returns. Sales tax would raise from 3 to 3½ per cent for nine months, starting Jan. 1. The cigarette tax would be raised from three to four cents a pack for nine months, starting Feb. 1.

AMPA'S GALA
39th ANNIVERSARY
CHRISTMAS PARTY
at the
PICCADILLY HOTEL
on
TUESDAY, DECEMBER 20th

NEIL HAMILTON, brilliant stage, screen and TV star will be M.C.

GIFTS FOR ALL—lots of fun—good music and drinks for only **$4.00**

Some 20 members of 35 years membership will be on hand for special gift through the cooperation of LEON BAMBERGER and PERRY MANDEL.

Reservations for tables only:
Call HANS BARNSTYN, PLaza 3-2434
Single tickets: first come first seated

PEOPLE

George A. Cohn of Columbia Pictures has been elected president of St. Louis Lodge No. 10, Colosseum of Motion Picture Salesmen of America, at the group's annual meeting here on Saturday. Other officers chosen to serve through 1956 were **Louis H. Ratz, Jr.**, RKO, vice president, and **Homer R. Hisey**, Warner Brothers, secretary-treasurer. **George H. Ware**, retired, was reappointed assistant secretary and treasurer.

¤

Charles Perrie has been appointed manager of the Regent Theatre, Brockville, Ont., by Famous Players Canadian Corp., succeeding **Leslie E. Mitchell,** who has been transferred to the Capitol Theatre, Welland, Ont.

¤

Ted Shriner of Hobart, Okla., has produced a 90-minute feature titled "Crime Bureau." Entire picture was made in Hobart. Shriner plays the leading role, supported by members of his family. Local business people also are in the cast.

¤

Jack Farr of the Trail Drive-in, Houston, has been appointed distributor of the "Litter Bug," a vacuum cleaner for drive-ins.

¤

Donald A. Summerville, manager of the Prince of Wales Theatre, Toronto, has been returned to the City Council as an alderman from Ward Eight for a second term, winning by a big majority in a field of six candidates.

¤

Gertrude Jobes, former secretary to George Skouras and for 11 years on the staff of **Michael Clofine,** editor of News of the Day, makes her debut as a novelist with the publication by Pageant Press of "One Happy Family."

20th Plans Further Shows of New 55mm.

Major communications media representatives attended yesterday's series of demonstrations of 20th Century-Fox's new CinemaScope 55mm. process at the company's home office projection room.

Yesterday's demonstrations will be followed by special theatre showings for exhibitors and the press in principal cities and trading centers of the U. S. and Canada, starting Jan. 23.

$7,100 for 'Tattoo'

A big $7,100 was registered for the opening day of "The Rose Tattoo" at the Astor Theatre here, representing the highest opening day figure for a picture this year.

REVIEW:

The Benny Goodman Story

Universal — Technicolor

EVER SINCE Universal released "The Glenn Miller Story," the company often has pegged that picture as the basis of comparison for grosses on subsequent product inasmuch as "Miller" rang the bell in the higher brackets for both the company and exhibitors. It is quite likely that this time next year it will be "The Benny Goodman Story" that will serve as the model because here again Universal has a picture, similar in theme, that might top the boxoffice of its predecessor in the band leader-biographical field. The difference is, of course, that the latest entry tells the story of a man very much alive, while "The Glenn Miller Story" was the canvas of a teen-age idol who had passed on.

"The Benny Goodman Story" is another one of those pictures to which can be applied the phrase: "It won't do anything but make money." It also can be described as "schmaltzy" but if the enthusiasm that was registered by a preview audience Tuesday night is any indication of the potential revenue, then most exhibitors should say, "Let's have more schmaltz."

Another strong asset is Steve Allen who is reported to have a strong coast-to-coast following with his "Tonight" program on the NBC television network. Allen, who portrays Goodman, although taller, bears a strong resemblance to the so-called "King of Swing" and he delivers a fine performance. And Donna Reed, playing the role of Alice Hammond, the real-life Mrs. Goodman, is convincing, pretty-to-look-at and fully capable of the assignment.

Just how much of the narrative is accurate biographical material probably will not be important to the patrons, especially to the advocates of "hot" music. Goodman, whose clarinet-playing is dubbed into Allen's fingering of the reed instrument, performs 29 famous hit songs of the past and their renditions on the screen are pretty certain to "send" the audiences, particularly the younger set. Also appearing are Ben Pollack, who gave Goodman his first important band job in 1925; Edward "Kid" Ory, veteran Dixieland jazz star whose music had a strong influence on Goodman in his early days, and such ex-Goodman band stars as Gene Krupa, Teddy Wilson, Lionel Hampton, Harry James, Ziggy Elman and Martha Tilton. Under the supervision of music director Joseph Gershenson, solo performances are presented by each.

IN BRIEF, the story tells of the career of a man who began life in a Chicago tenement district and his romance with a woman whose social standing stemmed from the family tree of the Vanderbilt family. The necessary pursuits of his career and the objections of a mother are provided to supply the essential ingredients of conflict. The grand finale takes place at his famous first concert in Carnegie Hall.

The color by Technicolor is particularly excellent, subdued and yet effective. The picture was shot in a two-to-one ratio.

Excellent performances also are offered by Berta Gersten, as Goodman's mother; Herbert Anderson, as Donna Reed's brother; Barry Truex and David Kasday, who portray Goodman in two stages of his youth, and all other members of the cast.

Aaron Rosenberg produced and Valentine Davies directed and wrote the screenplay, both taking every advantage of the commercial possibilities.

Running time, 116 minutes. General classification. For February release.

AL STEEN

Film-Sync Deal

Film-Sync, Inc., the recently formed dubbing firm headed by Jack Curtis and Terry Van Tell, has been retained by Distributors Corp. of America to prepare an English language version of "Frisky," the Italian import which DCA is releasing here. "Frisky" is the second picture DCA has turned over to Film-Sync for dubbing. The first was "The Wages of Fear" which will be released soon in the English language version.

To Raze FPC House

TORONTO, Dec. 14. — Principal Investments, Ltd., Toronto, has purchased the Skyway Drive-In Theatre, a 650-car unit on 25 acres, at London, Ont., from Famous Players Canadian Corp. The site, along with adjacent land, at the Eastern outskirts of the city will be used for the development of a supermarket with construction scheduled to start in the spring when the theatre will be demolished.

Exhibitors File Trus Suit vs. Exhibitors; Demand $9,450,000

An anti-trust suit by exhibit against exhibitors for triple damag amounting to $9,450,000 was fil yesterday in New York Federal Cou Monopoly in runs and clearances charged by the plaintiffs.

The suit was filed by the Ero Corp., operating the Calderone The tre, Hempstead, L. I.; Rivoli Theat Corp., operators of the Hempste Theatre, Hempstead; Hempstea Theatre Corp.; Glen Cove School S Corp., operating the Cove in Gle Cove; Calderone Valley Stream Corp operating the Valley Stream Theatr Valley Stream; Calderone Mineol Corp., of the Mineola Theatre; West bury Theatre Corp., operating th Westbury Theatre, Westbury, an three other companies. Some of th plaintiffs are realty companies whic own the theatre properties.

Eight Defendants

The defendants are Skouras Thea tres Corp., Metropolitan Playhouses Combine Century Theatres, Inc., Cen tury Circuit and four individuals George S. Skouras, Spyros S. Skouras Henry Miner and Leslie Schwartz.

A suit for $250,000 against Skouras Theatres and Metropolitan Playhouses over alleged concesssions discrepancies also is pending by some of th plaintiffs.

NTA Quarterly Net Amounts to $60,531

National Telefilm Associates, Inc., distributor of feature films and film series to television stations, had a net income of $60,531 in the three months ended Oct. 31, the first quarter of the company's current fiscal year, according to a progress report distributed to stockholders.

Net income for the quarter was equal to nine cents per share on the 650,000 common stock presently outstanding. No figures are available for the comparable period of last year. At that time, NTA was not a publicly-owned corporation.

In the three months ended Oct. 31, a total of $1,050,832 in exhibition contracts was written. This compares with $842,660 in the prior three-month period and $420,322 in the three months ended Oct. 31, 1954.

Rentals Up Sharply

Revenues derived from film rentals in the first quarter of the current fiscal year amounted to $660,995, which is 47 per cent of the film rentals for the entire fiscal year ended July 31.

Earnings in the first fiscal quarter were sufficient to cancel out the earned surplus deficit of $55,808 that existed on July 31. The balance of earnings has been added to stockholders' equity. The company had a working capital of $1,970,585 on Oct. 31. Three months earlier on July 31, working capital was $1,770,031.

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

OL. 78. NO. 115 NEW YORK, U.S.A., FRIDAY, DECEMBER 16, 1955 TEN CENTS

New COMPO Tax-Repeal Drive Set; Poll to Continue

Intra-Industry Organization at Meeting Adopts Variety of Continuing Projects; Will Seek to Attract Women to Theatres

By MURRAY HOROWITZ

The immediate inauguration of a new industry anti-tax campaign, seeking the total elimination of the Federal admission tax, was approved unanimously at yesterday's meeting here of the Council of Motion Picture Organizations.

The campaign, which will be a continuing one until the tax is removed, was one of the many projects approved at the meeting, held at the Sheraton-Astor Hotel, and attended by some 40 executives representing all phases of the business.

Continuation of the Audience Awards project next year also won unanimous approval of the assembled delegates, presided over by Al Lichtman, one of the governing triumvirate. Allied States, which withdrew from the organization, was not represented at the meeting.

A proposal by Leonard Goldenson, American Broadcasting - Paramount Theatres president, who was one of Theatre Owners of America's repre-

(*Continued on page 6*)

DITORIAL

here's a Compo n Your Future

By Sherwin Kane

THE membership meeting of the Council of Motion Picture Organizations at New York's Sheraton-stor Hotel yesterday was a model f constructive thinking and action, n a businesslike plane, free of me-wasting bickering.

The meeting's decision to renew he industry campaign for the comlete elimination of Federal admisions tax is a sound one. Best adices indicate there may be a 50-50 hance of its success during the ext session of Congress. That is chance that should not be ignored. t is well worth taking for the sake f the thousands of theatres still ubject to the impost and whose usiness life is impaired by it.

•

More than that, it puts the industry on record as being as vigorously pposed as ever to the unjust levy, riginally imposed as a temporary, artime measure when exhibition as prosperous and television cometition nonexistent. That alone night be responsible for staying ny unfriendly legislative move to eimpose that portion of the tax hich was removed. Such a possiility is far from remote during any ession of Congress.

•

Among other developments at the neeting of industry-wide interest nd importance is the proposal nade by Leonard Goldenson, American Broadcasting-Paramount Theares president, that a program for elling the motion picture to the ublic be prepared and put into ffect by Compo.

Any effort to get more people into heatres is sure to be enthusiastially applauded by every member of he industry. Should it succeed even n small measure, Compo's future ill be forever assured. As Goldenon said: If this is not within ompo's province, why have a ompo?

A sound and valuable program for

(*Continued on page 2*)

Slight Uptake In NT's Net

From THE DAILY Bureau

HOLLYWOOD, Dec. 15.—National Theatres president Elmer Rhoden reported that the company's consolidated net income for the fiscal year ended Sept. 24 amounted to $2,886,008, equalling $1.04 per share on 2,760,000 shares of capital stock outstanding. Figures for the previous year were $2,856,850 and $1.03.

The report stated that the com-

(*Continued on page 7*)

Sam Katz, Pasternak Set Producing Firm

From THE DAILY Bureau

HOLLYWOOD, Dec. 15. — Sam Katz and Joseph Pasternak today announced the formation of an independent producing company for the making of large-scale musicals. The

(*Continued on page 7*)

Elect Coyne to Triumvirate

Robert Coyne was elected to the governing triumvirate of the Council of Motion Picture Organizations for an interim period at yesterday's meeting here of COMPO's membership.

Coyne, who has served as the organization's special counsel, replaced Wilbur Snaper, representative of Allied States, which withdrew from the organization. The other two co-chair-

(*Continued on page 6*)

***REVIEW*:**

I'll Cry Tomorrow

M-G-M

Hollywood, Dec. 15

Susan Hayward's magnificent biographical portrayal of Lillian Roth, a show business headliner of 20 years ago who became an alcoholic, and the agonizing experiences she endured as she journeyed through dipsomania until discovering Alcoholics Anonymous, where she found a new lease on life, should provide a powerful influence against addiction of any sort.

Miss Hayward's performance will be recorded as one of the all-time greats. Her fans will be rewarded with a latent revelation of another talent as she exploits her own vocal delivery of some of the songs identified with Miss Roth's career, which include "Sing, You Sinners," "When the Red, Red Robin Comes Bob, Bob Bobbin' Along," and "Happiness Is Just a Thing Called Joe." Registering a distinct singing personality of her own in these numbers, that range from bouncy to blue, she's bound to open a new vista in her zooming career.

"I'll Cry Tomorrow" will prove a blockbuster at the box office. As a pre-sold entry in the field of record-breaking films, it has to its

(*Continued on page 7*)

Compo to Ask Allied To Clarify Reforms

Allied States will be asked to spell out "the reforms" requested of the Council of Motion Picture Organizations, according to a motion agreed to at yesterday's meeting of COMPO membership here, unattended by Allied representatives.

The meeting voted to send a letter

(*Continued on page 6*)

Use 'Walkie-Talkies' At Premiere of 'Arm'

The "walkie-talkie," an innovation at a motion picture premiere, made its appearance here last night as Otto Preminger's "The Man with the Golden Arm" opened at the Victoria Theatre.

The two-way portable radio tele-

(*Continued on page 7*)

PERSONAL MENTION

NORTON V. RITCHEY, president of Allied Artists International, will return to New York from Europe today aboard the "United States."

•

E. K. "TED" O'SHEA, Paramount distribution vice-president, will return to New York today following a trip through the South.

•

EMERY AUSTIN, M-G-M exploitation head, and ARTHUR CANTON, Eastern division press representative, returned here yesterday from Jamestown, N. Y.

•

JAY FRANKEL, of the 20th Century-Fox Exchange in Detroit, and MRS. FRANKEL, formerly his secretary at Fox, yesterday celebrated their 20th wedding anniversary.

•

DOUGLAS V. ROSEN and JACK BERNSTEIN, general manager and manager, respectively, of Allied Artists of Canada, Ltd., have returned to Toronto from New York.

•

TED GALANTER, divisional press representative for M-G-M, will arrive in New York today from San Francisco.

•

A. L. PRATCHETT, Paramount Latin American division manager, returned to Mexico City yesterday from New York.

•

HOWARD MINSKY, Paramount Mid-East division manager, is here from Philadelphia.

•

O. N. "BILL" SRERE and his family will arrive here tomorrow from Hollywood to spend the holidays.

•

OTTO N. EBERT, RKO Radio branch manager in Detroit, is in New York from there.

•

ANDREA VOLPE, Italian writer, will arrive in New York today from Europe via B.O.A.C. Mayflower.

German Ends Jury Duty at Broady Trial

William J. German, president of William J. German, Inc., has rejoined the motion picture industry following six weeks of jury duty at the recently completed New York City-Broady wiretapping trial.

'Fear' at Palace

Theodora Productions' "Storm Fear" will open at the RKO Palace Theatre here today, it was announced by United Artists, the film's distributors.

Hoover Attending V.C. Installations

George Hoover, chief barker of Variety Clubs International, is in the midst of a seasonal tour of Variety Club Tents which have scheduled annual banquets for the installation of recently elected officers.

George Hoover

Hoover, who interrupted his tour to attend the meeting of Council of Motion Picture Organizations membership meeting at the Sheraton-Astor Hotel here yesterday as Variety International's representative, will leave for Miami today to spend the holidays and prepare for the opening of a new drive-in theatre there on Jan. 15.

Returns Here in February

He is scheduled to be in Las Vegas, Jan. 10; Los Angeles, Jan. 12, and San Francisco, Jan. 14. Early in February he will return to New York to confer with Martin Levine, chairman, on plans for Variety International annual convention to be held here next June.

Kreier, 20th-Fox's Germany Mgr., Dies

Robert A. Kreier, managing director in Germany of 20th Century-Fox's International Corp., died suddenly in Frankfurt.

Affiliated with the film industry for more than 40 years, Kreier joined the foreign department of 20th Century-Fox in 1934 following a six-year post as assistant to the European general manager of Paramount Publix Corp.

In 1936, Kreier was assigned to 20th Century-Fox's Berlin office and two years later was transferred to the company's Paris headquarters and made assistant to the European manager. In 1947, Kreier was appointed home office representative, working out of the Paris branch. Kreier was named managing director for Germany in 1949.

Name Wechsler WB Milwaukee Mgr.

J. M. Wechsler has been appointed branch manager for Warner Bros. in Milwaukee, Ben Kalmenson, vice-president in charge of distribution announced. Wechsler replaces Frank Reimer who is being transferred to another of the company's offices. Appointment of Wechsler takes effect immediately.

Editorial

(*Continued from page 1*)

Compo has been outlined. Financing does not appear to be a serious problem and a new executive setup is being prepared by the board of directors. The active participation of an interested membership once more is all that Compo's future success requires.

Elect Wohl President Of N. Y. Film Board

Joe Wohl, Republic branch manager here, has been elected president of the New York Film Board of Trade. He succeeds the late Fred Meyers of United Artists who died recently. Wohl has been Republic manager since 1952.

Other officers elected were Robert J. Fannon, Republic, first vice-president; Myron Sattler, Paramount, second vice-president; Ben Abner, Warner Brothers, treasurer; Len Gruenberg, RKO Radio, secretary, and Saal Gottlieb, Loew's, sergeant-at-arms.

Percy Furber Dies; Trans-Lux Chairman

Percy Norman Furber, 90, former chairman of the board of Trans-Lux Corp., died at Darien, Conn., yesterday.

In 1920 Furber became interested in developing a daylight screen for schools. Subsequently the Trans-Lux Daylight Picture Screen Corp. was formed, the name being changed later to Trans-Lux Corp. After some years of development, the "Movie Ticker" made its appearance in 1924. It was first installed for showing quotations on the floor of the New York Stock Exchange.

Trans-Lux also went into the motion picture business and today operates a chain of theatres. Furber retired as chairman of the board at the age of eighty but remained as a director.

Variety Chaplain On Global Tour

Rev. Sylvester McCarthy, chaplain of Variety Clubs International, currently is on a tour of Variety Tents in Europe and the Far East, George Hoover, chief barker of Variety International, reports. Father McCarthy's itinerary includes Tents in Tokyo, Bombay, Hamburg, London and other overseas locations.

RKO Circuit Dividend

At a meeting of the board of directors of RKO Theatres Corp. yesterday, a dividend of 25 cents per share was declared payable on Jan. 12 to holders of record on Dec. 28.

RCA, NBC Urge FC To Consider Master TV Allocation Plan

From THE DAILY Bureau

WASHINGTON, Dec. 15.—Co ments were filed with the Fede Communications Commission toc by the Radio Corp. of America a the National Broadcasting Co., urgi that the FCC continue its basic a proach to television allocation throu a master plan, rather than a "case-l case" approach.

RCA said that any modification the present allocation plan or chan in the present standards, should accomplished only by the adoption a new plan.

"A case-by-case approach will i evitably result in a progressive de radation of service to the publ RCA said, urging that the FCC co tinue its basic approach to TV location by the establishment of master plan.

ABC Wants Deintermixture

The American Broadcasting Co., its brief, told the FCC that its fi objective should be to provide enoug services of a competitive nature to the principal markets and that are should be deintermixed and shou contain either all UHF or all VH stations. ABC also declared that t Commission should insure enoug channels for future growth, with go channel separation.

In addition, ABC suggested th the FCC consider the reservation channels for educational TV alloca tion.

Michael Hoffay Join Col. International

Michael Hoffay, former foreig publicity chief at both RKO-Radi and Eagle-Lion, and most recentl associated with Mexfilms, distributor of Mexican pictures in the Unite States, has joined the Columbi Pictures International publicity de partment.

Hoffay replaces Jaime Julia, who i transfering to the international de partment at Columbia Studios.

In the home office, Hoffay will b in charge of Latin-American public ity, under Lawrence H. Lipskin assistant to president Lacy Kastner.

NEW YORK THEATRES
RADIO CITY MUSIC HALL
Rockefeller Center
"KISMET"
in CinemaScope and Color starring
HOWARD KEEL . ANN BLYTH
DOLORES GRAY . VIC DAMONE
AN M-G-M PICTURE
and The Music Hall's Great Christmas Show

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Brilliant Premiere Launches "Golden Arm"

ACCORDED BLUE-RIBBON coverage by every segment of the nation's press, Otto Preminger's "The Man With the Golden Arm" had a sparkling world premiere last night at the Victoria Theatre on Broadway before one of the greatest turnouts of show-business and film industry notables in recent years. The uniquely exciting bow of the United Artists release starring Frank Sinatra, Eleanor Parker and Kim Novak, was witnessed by thousands in Times Square and carried by television to an audience of millions. In addition to first-rank newsmen from New York papers and wire services, the widely-awaited film event drew 55 critics from key cities throughout the United States and Canada. The New York premiere and December openings to follow in Hollywood and Chicago will qualify the Preminger production for 1955 Academy Award nominations. At the right, the Times Square crowd, and television units, scan the exciting scene as celebrities begin to arrive.

Victoria
AUTOMAT

bert S. Benjamin, chairman of the board of United Artists, and s. Benjamin, attended the widely publicized premiere. Television d radio carried the opening to an estimated audience of 23,000,000 rsons. Intensive advance promotion ranked with UA's biggest.

French actress Suzanne Dadelle, producer-director Otto Preminger, Mrs. Gary Cooper, Kirk Douglas and Gilbert Gardner, Preminger's son, arrive at the Broadway showcase. Douglas will launch a coast-to-coast tour next week for United Artists' "The Indian Fighter."

iong exhibition leaders from New York and the east was Harry ndel, advertising-publicity director of RKO Theatres, shown above h Mrs. Mandel. Industry representation at the premiere was the aviest in recent years. Press contingent numbered over 200.

Robert Strauss, who has a top featured role in the Preminger film, and Mrs. Strauss, arrive at the Victoria. The Times Square crowd was treated to a gala show of celebrities drawn from every branch of the entertainment world. A capacity house hailed the UA release.

(*Advt.*)

ALL AROUND THE TOWN

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West Coast Division
6706 Santa Monica Blvd., Hollywood 38, Calif.

By Sargent

9-Point Plan Offered for Future Polls

A nine-point program for the conducting of future Audience Awards elections in U. S. theatres was presented to the membership of the Council of Motion Picture Organizations which met at the Hotel Sheraton-Astor here yesterday, by Thornton Sargent, who reported on the Awards campaign in the absence of national chairman Elmer C. Rhoden.

Wants Earlier Start

Sargent said that if COMPO decides to make the Audience Awards a continuing event, it should: (1) Organize area chairmen earlier so that they could be briefed and supervised more closely; (2) distribute a press sheet nearer the actual voting period, containing reproductions of outstanding activities from this year; (3) hold exhibitor meetings nearer the voting date so that the vote could be gotten out to the public; (4) announce the Awards winners on a Monday, for the benefit of the weekly trade press; (5) work out a procedure so that the star and the studio elect the picture in which the actor is to compete for, and, at the same time, the vote should be solely on the basis of popularity, and that the actor should not appear on the ballot more than once; (6) clarify the "new player" category to something like "New Star of the Year." This would eliminate the criticism that occurred when established performers were nominated; (7) consider the reduction of the number of nominees in each category; (8) a Hollywood press representative to feed stories to columnists and wire services; and (9) bring to the Awards presentation representatives of the public to assist in the presentations.

Calls It 'Extraordinary'

Sargent, in stating that the recent Audience Awards was "an extraordinary accomplishment" and "a magnificent ground breaking operation in a new project," said that in next year's campaign, an extra day or two should be allowed for the theatres' tallies to arrive at the auditors.

Lichtman Praises Coyne, McCarthy

The stewardship of the Council of Motion Picture Organizations under the direction of the Robert Coyne, COMPO special counsel, and Charles McCarthy, information director, was warmly praised by Al Lichtman, who presided at yesterday's COMPO membership meeting here.

Lichtman, with the membership's apparent agreement, spoke in high praise of COMPO's staff.

Among Those Presiding at Compo Meet

Al Lichtman

Herman Robbins

Robert Coyne

Compo to Continue Drive

(*Continued from page* 1)

sentatives, concerning the necessity of winning the women of the nation as motion picture theatre patrons, was discussed. Goldenson explained that he based his proposal on research conducted by AB-PT, the findings of which showed that women get an emotional and mental lift from going to the theatre, and set the film-going habits of the family.

Urges Immediate Action

Regarding the tax campaign, it was agreed that a new tax committee be appointed forthwith and should be convened as soon as possible. The continued tax drive will call for successive appearances before Congressional sessions until the total elimination is achieved. A move to turn the project of industry research over to the yet-to-be-constituted tax committee also was okayed.

The adoption of the tax, Audience Awards and other projects for COMPO answered any question concerning the continuation of the organization, a question which had been raised when Allied States withdrew.

Herman Robbins, COMPO treasurer, read his report on COMPO finances, while the report on the recently-concluded Audience Awards campaign was read by Thornton Sargent, of National Theatres, speaking on behalf of Elmer C. Rhoden, Audience Awards chairman, now in Europe.

COMPO's treasury was said to have $95,000 on hand as of Dec. 2.

Will Study Goldenson Proposal

Goldenson's proposal that plans be devised to win the women of the nation was turned over to COMPO's press relations committee for study.

It also was voted to continue the COMPO paid ads in "Editor and Publisher," possibly on the basis of one-a-month instead of every two-weeks, the current practice. The change was said to be necessitated by financial reasons.

On the Audience Awards project for 1956, it was agreed that an Audience Awards committee and national chairman will be chosen. Discussion was held on where the climactic dinner should be held next year, but it was indicated that Hollywood again probably would be selected.

Charles McCarthy, COMPO information director, who briefed the press following the morning and afternoon sessions, when asked about the cost to COMPO of the recently-concluded Audience Awards drive said it was less than the $125,000 allocated for the project. Questioned about the organization's dues drive, he explained that it had not been completed, but is a continuing campaign.

Frisch Presents Check

Emanuel Frisch, president of Metropolitan Motion Picture Theatres Association, of New York, at the conclusion of the morning meet, presented a check representing 100 per cent payment of MMPTA members' dues.

Following a luncheon recess, the fiscal COMPO budget was approved in two parts. For the remainder of the fiscal year, running from Jan. 1 to July 31, 1956, it was agreed to adopt a "modified" budget, paring down what originally was allocated for the last six-month period.

Other new projects, it was decided, will be screened by the press relations committee, while steps will be taken to reactivate the program and plans committee.

Co-chairmen Urge Compo's Continuance

The continuance and strengthening of the Council of Motion Picture Organizations was urged in the annual report of COMPO's co-chairman, read by COMPO's secretary Sidney Schreiber, at yesterday's membership meeting here.

Co-chairmen Sam Pinanski and Al Lichtman signed the report. Wilbur Snaper, another co-chairman, representing Allied States, which withdrew from the organization, did not lend his name to the report.

The major conclusion of the report cited COMPO's role in filling "a great need in our country," deserving "the wholehearted support of all the industry's branches.

Elect Coyne

(*Continued from page* 1)

men remained in office, Al Lichtman representing distribution, and Sam Pinanski, of Theatre Owners of Amer ica.

In accepting the post, Coyne ex pressed deep appreciation for th show of confidence placed in him b the membership.

Lichtman's Plans a Factor

The interim election was held due to a number of factors, one o which was the announced intention of Lichtman to resign his post by March, 1956, because of ill health.

The other factors flowed from the lack of a quorum for the board of directors to change the by-laws. It was suggested by Emanuel Frisch, president of Metropolitan Motion Pictures Theatres Association, New York, that the triumvirate set-up be scrapped because, he contended, it may be unwieldy. When the lack of a quorum was pointed out, Harry Brandt, president of Independent Theatre Owners Association, New York, suggested the election of Coyne to the triumvirate until COMPO's board of directors meet some time before March. By that time, it also was pointed out, Allied States' position would be further clarified.

Officer Plan Suggested

Frisch had suggested the naming of a president, executive vice-president and board chairman instead of a triumvirate set-up.

Compo to Ask

(*Continued from page* 1)

to Allied general counsel Abram F Myers, requesting him to detail Allied's reasons for not renewing its membership in COMPO.

The action was taken following the reading of a letter from Myers, stating Allied's action in Chicago in not renewing membership until such time as reforms were made in the operation and make-up of the organization. In his letter, Myers also called upon COMPO to adhere to its constitutional provisions.

Faced with outright letters of resignations, the meeting voted to accept the resignations of Allied units in Texas and Ohio.

Lichtman May Move To Coast in March

Al Lichtman told yesterday's membership meeting of the Council of Motion Picture Organizations that he could not continue as a co-chairman of that organization after March because, for reasons of health, he may move to California. Lichtman, under his present contract as head of distribution for 20th-Fox, can elect in March to assume an advisory position rather than continue as active head of distribution. His statement is taken in the trade to indicate that he contemplates an inactive status as of March.

NT's Net

(Continued from page 1)

pany's profits from the sale of theatres and real estate were $298,000, which compares with $126,000 the year before. Thirty-nine theatres and 14 other properties were sold.

Theatre income dropped to $58,692,000 from the preceding year's $61,915,000.

Seven Theatres Added

During the year the company added seven theatres, including two drive-ins. Building program for the future includes erection of an "advanced design" theatre in California occupying a five-acre site, including parking facilities.

'Arm' Premiere

(Continued from page 1)

phones were arranged by Mort Nathanson's United Artists publicity department in an 11th-hour move to expedite the handling of the large turnout of celebrities who attended the first public showing of the widely discussed film.

Two Instruments Used

Two walkie-talkies were employed. One operator was stationed at the rallying point for arriving limousines one block north of the Victoria. The other was positioned at the theatre front.

The premiere was covered by more than 200 press, radio and television writers, critics, editors and commentators from 37 principal cities of the United States and Canada.

Katz, Pasternak

(Continued from page 1)

new organization will start operations early in 1957 following completion of Pasternak's current contract with M-G-M, which has another year still to run. In the interim, Katz will be formulating production plans with major companies.

Katz was associated with M-G-M as a studio executive for 15 years.

Pasternak, long a contract producer with M-G-M, will have completed 14 years with the company at the end of 1956.

King Bros. 'Holders Reelect Directors

HOLLYWOOD, Dec. 15.–A meeting of the stockholders of King Brothers Productions, Inc., was held today at the offices of the company.

The board of directors was reelected. It consists of Frank King, Maurice King and Felix Guggenheim. Two new directors, Harry Smith and Dr. Robert F. Segal, were added to the board.

The present panel of officers, Frank King, president; Maurice King, executive vice-president, and Herman King, vice-president, was reelected also.

A dividend of five cents per share on the common stock of the company was declared, payable on Feb. 1 to stock of record on Jan. 20.

I'll Cry Tomorrow

(CONTINUED FROM PAGE 1)

credit the best-selling book by Lillian Roth, Mike Connolly and Gerald Frank; the more than fifty million people who witnessed the heart-rending, unbashed confession of her dereliction, arranged by Ralph Edwards on his top-rated television program, "This Is Your Life"; and the memory of countless admirers who still recall seeing the former singing star in vaudeville, nite clubs and films, who have collections of her recordings and are now primed to view this fabulous film about her life.

This unusual dramatic presentation, tastefully developed by producer Lawrence Weingarten, and directed by Daniel Mann, also contains an excellent performance by Jo Van Fleet, as Lillian Roth's mother, and the "new face" opportunity in today's market for Ray Danton, who portrays Lillian's first love whose death led to the star's unwitting refuge in drink.

Jo Van Fleet's sensitive depiction of a bitter, designing "stage mother," whose selfish love for her child rebounds as an explosive resentment by Lillian, is among the finest characterizations to reach the screen.

Among the other maquee satellites who find similar opportunity for outstanding performances are Don Taylor, the aviation cadet she married during a "lost weekend" on a trying-to-forget-Danton spree; Richard Conte, the next man she marries in the hope of helping her climb out of her alcoholic retreat, and who turns out to be a sadistic, cunning racketeer; and Eddie Albert, whose tireless efforts as a leading member of Alcoholics Anonymous helped restore her faith in herself, gave her hope in finding a true love with him and lowered the barriers on another chance at a niche in show business.

"I'll Cry Tomorrow" should bring tears of happiness to exhibitors ready to share the box office joy stored up in this big attraction.

Running time, 117 minutes. Adult classification. Release, in December.

SAMUEL D. BERNS

Landis Informs FCC That Networks Need Subscription TV

From THE DAILY Bureau

WASHINGTON, Dec. 15. – James M. Landis told the Federal Communications Commission today that the networks' admission that advertising alone cannot support even half the television stations deemed essential to the country is further evidence that toll TV should be approved without delay.

The former dean of the Harvard Law School and chairman of the Securities and Exchange Commission presented his comments to the FCC as counsel for Skiatron Electronics & Television Corp. and Skiatron TV, Inc., sponsors of the Subscriber-Vision method of toll TV now pending before the commission.

Difficulties Economic, He Says

In his brief, Landis asserted that the basic difficulties being encountered in the expansion of television facilities are not technical but economic. He stated that a truly competitive nationwide system, the declared goal of the FCC, cannot be achieved "without some base other than the advertising dollar with which to support it."

The TV industry, the brief continued, "must reach out for direct remuneration from the consumers of its programs as other communications industries have learned to do."

Memphis Censors Receive Setback

MEMPHIS, Dec. 15.–Censorship in Memphis for motion pictures and the legitimate stage received a setback here today at a public session of a censorship study group, appointed by Mayor-elect Edmund Orgill, when only four witnesses favored continuing censorship in either its present or altered form.

Some 50 people attended, representing the clergy, distributors, and exhibitors, members of the Better Film Council and the public. Attorney John Apperson presided. The group, along with written suggestions made to it, will make its recommendation to Orgill. Of the 50 in attendance, only four came out for censorship.

WB First to Report Hospital Collections

Beating its last year's contributions to the Will Rogers Hospital's Christmas Salute with an increase of more than one-third, Warner Brothers home office, and its members of IATSE Local H-63, is the first of the major companies to turn in collections from employees.

This establishes an all-time record for the Warner New York organization, and, according to Eugene Picker, fund raising chairman for Will Rogers Hospital, should "portend a highly successful campaign this year."

for want of an Altec service man, the sound was lost
for want of sound, the show was lost
for want of a show, CLOSED the audience was lost
for want of an audience, the receipts $ were lost

All for want of
an ALTEC service man!

Don't let this happen to you.
Protect your patrons and your profits
with an ALTEC SERVICE contract!

ALTEC® SERVICE CORPORATION
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SPECIALISTS IN MOTION PICTURE SOUND

"Helen of Troy"

will be shown
to the
Trade
on Tuesday
DEC. 20th

Warner Bros.

ALBANY
20th Century-Fox Screening Room
1052 Bway. · 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. · 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway. · 2:00 P.M.

BUFFALO
Motion Pict. Operators Hall
498 Pearl St. · 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. · 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. · 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. · 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. · 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. · 2:00 P.M.

DENVER
Ogden Theatre
2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. · 12:45 P.M.

DETROIT
20th Cenutry-Fox Screening Room
2211 Cass Ave. · 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. · 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. · 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. · 1:30 P.M.

LOS ANGELES
20th Century-Fox Screening Room
1620 W. 20th St. · 10:00 A.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. · 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. · 2:00 P.M.

MINNEAPOLIS
20th Century-Fox Screening Room
1015 Currie Ave. North · 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. · 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 Liberty St. · 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. · 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. · 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. · 1:30 P.M.

PHILADELPHIA
Universal Screening Room
251 No. 13th St. · 2:00 P.M.

PITTSBURGH
RKO Screening Room
1811 Blvd. of Allies · 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. · 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
316 East 1st South · 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. · 1:30 P.M.

SEATTLE
Venetian Theatre
15th Ave. & E. Pine St. · 2 P.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. · 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. · 10:30 A.M.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 116 NEW YORK, U. S. A., MONDAY, DECEMBER 19, 1955 TEN CENTS

Golden Suggestion

Full Exchange Urged for U.S., French Films

Called an Aid to Cultural And Economic Stability

The full exchange of motion pictures between America and France offers great promise for cultural and economic stability in "our insecure post-war times," Nathan D. Golden, representative of the Department of Commerce, Business and Defense Services Administration, told an invited audience of 200 guests here last night at a reception at the French Consulate, given by Joseph Maternati, di-

N. D. Golden

(Continued on page 11)

Broader Coverage Of Wage-Hour Law To Be Asked Again

From THE DAILY Bureau

WASHINGTON, Dec. 18.—Labor Secretary Mitchell indicated the Administration would again recommend —but not press too hard for—broader coverage of the Federal wage-hour law.

The Administration this year asked Congress to increase the minimum and to broaden coverage to include theatre chains and other interstate

(Continued on page 11)

Blumberg Elects to Retain Active Role

Nate J. Blumberg, chairman of the board of Universal Pictures, has elected to retain his active status for the remaining five years of his 10-year contract with the company.

Blumberg's election was exercisable

(Continued on page 6)

Television Today

IN THIS ISSUE **PAGE 7**

- **Not quite the night before Christmas, but Television Today's man has had a vision, full of literary sugar plums and pointing up the need for a film technique that belongs to TV.**
- **From Great Britain: word that London's commercial TV station is abandoning Saturday morning broadcasts, also notice of impending talks on a code governing the televising of feature film excerpts.**
- **Names Making News in Television Today.**

Regarded as 'Object Lesson'

Detroit Newspaper Strike Creates New Media for Film Exploitation

Special to THE DAILY

DETROIT, Dec. 18.—With state and national mediators in the picture, it appears for the first time that the two-week old strike which has shut down Detroit newspapers may come to an early end. The first optimistic bulletin to be issued came along with the warning that unions other than the stereotypers, which closed the papers, may still be left with unsatisfied demands.

What is happening in Detroit appears to be of considerable interest to the motion picture industry nationally. Because of the normally slow season, and the speed with which exhibitors geared themselves to new media, increased use of others such as radio and television, there remains some perplexity as to just how much theatres suffered because of the strike, observers say.

When this is taken in context with the perennial dissatisfaction with

(Continued on page 6)

AA Sets 17-Week 'Progress' Drive

The 17-week period from Jan. 28 to May 24 has been designated to mark Allied Artists' "March of Progress," Morey R. Goldstein, the company's vice-president and general sales manager, announced.

The sales drive, which the AA executive predicted would be the "most successful in the company's history," will be spearheaded by the release in mid-January of "At Gunpoint!", CinemaScope and Technicolor production starring Fred MacMurray.

Morey Goldstein

Goldstein also revealed an incentive plan for the organization's sales personnel. In addition to regular prizes based on dollar-delivery during

(Continued on page 6)

Industry Unit to Aid Art Museum Library

Preservation of the more than 10 million feet of historically important film in New York's Museum of Modern Art is the object of a committee formed last week to raise $20,000 as the film industry's contribution to the work.

Industry executives comprising the committee are J. Cheever Cowdin, J. Robert Rubin, Stanton Griffis and Ned E. Depinet.

ABPT's Goldenson

Cites Need for Pictures with WomenAppeal

Lists Accent on Violence As Factor in B.O. Dip

By MURRAY HOROWITZ

The accent on violence of motion pictures released during the last quarter of this year, and the contended unattractiveness of such pictures to women, was listed as one factor for the fourth quarter box-office dip by Leonard Goldenson, president of American Broadcasting-Paramount Theatres.

L. H. Goldenson

Goldenson made this observation as he more fully explored his views on the role women

(Continued on page 11)

Comerford Estate Claims Are Settled For $1,000,000

Acquisition by Frank C. Walker, president of the Comerford Theatres circuit, and associates, of the minority interests of the M. E. Comerford heirs, was announced on Friday by Walker's office here.

The purchase price of the minority interest was $1,000,000. With it, a

(Continued on page 11)

Paramount Cash for Stage, Film 'Abner'

Negotiations have been completed, whereby Paramount will finance both the musical production and the subsequent motion picture of "Li'l Abner," to be presented on Broadway early in the fall of 1956.

Based on the Al Capp comic strip

(Continued on page 11)

PERSONAL MENTION

G. RALPH BRANTON, Allied Artists vice-president, and **John C. Flinn**, director of advertising and publicity, returned to Hollywood over the weekend from here.

•

Foster M. Blake, Universal Pictures Western sales manager, left Kansas City over the weekend for Chicago.

•

Van Johnson and director **Henry Hathaway** will arrive here today from London aboard the B.O.A.C. Monarch.

•

Dennis J. Rich, manager of the Stanley Warner Cameo, Bristol, Conn., has been recuperating from a heart attack.

•

Harry Bruckman, assistant to the general manager of the Paramount office in Rome, has arrived in New York from there.

•

Rudy Berger, M-G-M Southern sales manager, will return to his Washington office from Jacksonville today.

•

William B. Zoellner, head of M-G-M's short subject sales, returned to New York from Kansas City over the weekend.

•

R. Edward Warn, Westrex Corp. vice-president, has returned to New York from Hollywood.

•

Walter Haas, of Quigley Publications advertising department, will return to New York today from Havana.

•

Floyd Fitzsimmons of the M-G-M exploitation department has returned to Hartford from Boston.

•

Otto Preminger left here yesterday for Chicago.

•

James B. Harris, producer, has arrived in New York from the Coast.

Johnston Conference With Press Today

HOLLYWOOD, Dec. 18. – Eric Johnston, president of the Motion Picture Association of America, who arrived here Thursday evening for discussions with studio heads on association matters believed to include attitudes toward narcotics as a screen subject, will meet the press Monday morning in association headquarters.

Johnston is scheduled to attend a dinner meeting with studio heads on Monday evening and is expected to leave here on Tuesday.

Fox Sets Magazine Campaign for '55

Twentieth Century-Fox has set a national magazine advertising campaign of "several hundred thousand dollars" for the introduction of its CinemaScope 55 and Rogers & Hammerstein's "Carousel" which is scheduled for national release in February, Charles Einfeld, vice-president, announced here.

Charles. Einfeld

The magazine advertising campaign is part of a massive advance campaign utilizing all medias, Einfeld said, disclosing also that the initial advertisements would begin the first week of February.

Einfeld said that the combined circulations of the publications exceeds 66,310,000 and will result in a readership penetration at least three times that number with the number of impressions per person totalling six or seven in hundreds of thousands of cases.

It was also disclosed that "Colliers" and "Life" would be the first national magazines to carry the "Carousel" advertisements.

Notables to Attend 'Mitchell' Premiere

The invitational premiere of Warner Bros.' "The Court-Martial of Billy Mitchell" will be attended by luminaries headed by Bernard Baruch, Thomas B. Watson, Jr., and Major Alexander P. deSeversky, one of America's most outspoken advocates of airpower; Ralph Bellamy, who co-stars with Gary Cooper in the film, and Mrs. Fiorello H. LaGuardia, whose husband was a vigorous proponent of Billy Mitchells' ideas. The special showing of the WarnerColor and CinemaScope drama is being sponsored by Aviators' Post No. 743 (Billy Mitchell's Post, American Legion). It will take place at the Criterion Theatre here on Wednesday.

Ruth Mitchell, sister of the famed flyer, will receive a plaque from Gill Robb Wilson, president of the Air Force Association, on behalf of Billy Mitchell's Post.

U-I Signs Marianne Cook

Marianne Cook, who, under the name of Marianne Koch, won an award at the Berlin Film Festival for her role in "The Devil's General," has been signed by Universal-International to a long-term contract, it was disclosed at the weekend by Alfred E. Daff, U-I executive vice-president.

Arbitration Draft To JD This Week

Copies of the proposed arbitration draft are expected to be sent this week to the Department of Justice in Washington.

Fresh copies of the draft are being prepared here for forwarding, it was learned.

Some Phila. Decree Terms Already Met

Many of the provisions contained in the decree in the Independent Poster Exchange litigation against National Screen Service which was signed by Federal District Judge Kirkpatrick in Philadelphia on Friday are and have been in effect for some time, Herman Robbins, N.S.S. board chairman, remarked when asked to comment on the decree.

Following is Robbins' statement.

"While we have not as yet received the official text of the opinion, such extracts as have been read to me lead us to believe that many of its provisions are actually in existence at the present time—and have been for a number of years.

Cites 'Exclusive Contracts'

"For example, take the matter of exclusive contracts. No such thing exists today. Any responsible person or group of persons may apply to producers for a non-exclusive franchise to manufacture and distribute accessories on the same basis as we do. In recent hearings our attorneys have reiterated this to the court, but it is my understanding that attorneys for the Poster Renters time and again have stated for the record that they do not want to apply for such franchise. They do not want to undertake the financial investment and risks such an undertaking involves."

The decree signed by Judge Kirkpatrick on Friday gives effect to a decision in the case reached earlier and which was previously reported. The case, about six years old, originally had been dismissed by the district court in Philadelphia and then was carried to the U. S. Supreme Court on appeal by the plaintiff.

Edw. Callahan Dies; Was Fox N.E. Mgr.

BOSTON, Dec. 18.—Funeral services will be held at the Sacred Heart Church in Newton Center tomorrow for Edward X. Callahan, 67, who for 20 years was with 20th Century-Fox here. Callahan died Thursday night at the Newton Wellesley Hospital after a month's illness. He had resigned from the company in 1953 after having held the post of division manager since 1941.

Callahan is survived by his widow, three sons and 11 grandchildren.

. . . NEWS ROUNDUP

100 New Openings for 'G&D

M-G-M has set more than 100 new openings of Samuel Goldwyn's "Guy and Dolls" starting with Dec. 22 when the picture will have its firs Christmas Week opening at th Seville Theatre, Montreal. Almos 50 holiday week openings are now scheduled for the film on Dec. 23 and three on Christmas Day.

■

Heavy 'Conqueror' Drive

A series of national publicity breaks on Howard Hughes' "The Conqueror" has reached an estimated circulation of 54,850,215, it was announced on Friday by Perry Lieber, RKO's national director. The RKO release will have its premiere late next month in the capitals of the world, with domestic key-city debuts set for the middle of February.

■

To Film Plane Blast Story

Producer Harry Tatelman has registered the title "Angels in Flight," and is developing his own original story for immediate production of a picture suggested by the recent time-bomb explosion which destroyed 44 transcontinental plane passengers. Tatelman has engaged Meyer Dolinsky, film and TV writer, to complete the screenplay, and plans for actual shooting by his own independent company early next year.

■

Florida Drive-in to Reopen

The Gulf Stream Drive-in, Hallandale, Florida, newest in the E. M. Loew circuit, opens its gates on Dec. 21, with E. M. Loew, Larry Wallace, his concessions manager, and Richard Rubin, designer and engineer, all in Florida for the opening. The manager is Jim Frazier who has transferred from E. M. Loew's Strand Theatre, Asheville, N. C., with Ted Limberis handling the Strand management.

■

Detroit Theatre Renovated

Work has begun on renovations on the former Cinema Theatre, Detroit, which will be reopened by William Flemion on or about Jan. 15. New carpeting, decorating and a new marquee are included in the alterations. A coffee and cigarette lounging room where these will be dispensed is being decorated and equipped.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-president; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

Exhibitors Are Also To Blame for Talent Shortage: Douglas

By LESTER DINOFF

Motion picture producers are not to be blamed entirely for the so-called "shortage of talent" because exhibitors are the "last ones in the world who will aid the film makers in building new talent," according to actor-producer Kirk Douglas, who said that theatremen always ask the distributor who the star of a picture is and will not buy a film if an unknown is featured.

Kirk Douglas

"The studios are also to blame for this situation," Douglas declared here at a weekend Sherry Netherland Hotel trade press conference.

Sees a 'Boomerang'

"The so-called shortage of talent has boomeranged on the studios which sometime ago let their contracts with talent expire because at that time they didn't have work for them," Douglas said. In New York for the promotion of his Bryna Productions' first film for United Artists, "The Indian Fighter," the actor said that these complaints about a lack of talent are "unfounded." He pointed out that top stars now have never worked as much with major studios or independents and that they pick their roles with care.

"I am still a firm believer in the star system," Douglas said, adding that "new faces have to be introduced in films which still have the top actors with drawing power at the box office." Exhibitors also do not help in the development of "new faces," Douglas stated.

Will Make Two in '56

Commenting on his future production plans, Douglas said that his Bryna company will produce two films in 1956 and "we would like to expand our production schedule to a minimum of three or four yearly in 1957." The two films which he will make next year are "King Kelly," which Loew's, Inc., will finance and release, and "Shadow of a Champ," for United Artists.

David E. Weshner, producer's representative for Douglas' company here, said that "The Indian Fighter," will open in 342 key situations during the Christmas-New Year holiday period.

Allen to Chicago

Steve Allen, co-starred with Donna Reed in Universal-International's "The Benny Goodman Story," is in Chicago for advance promotional activity on behalf of the world premiere of the picture at the Chicago Theatre on Feb. 2.

Columbia Led U.S. Companies

Eady Fund Payment of $7,700,000 For Year to July 30 Being Made

By WILLIAM PAY

LONDON, Dec. 18.—A summary of payments from the British Film Production (Eady) Fund shows that £2,317,166 ($6,487,600) has been disbursed to 33 companies in respect of shorts and features in the year to July 30, 1955. A final distribution of about £115,762 ($314,133) remains to be made.

British companies were allocated £1,791,861 and British subsidiaries of the major American companies received £333,087 ($932,643). £192,218 went to "Various Distributors" but details have not been disclosed because it would "amount to improper disclosure of confidential information by reason of the small number of films included in any one category against one distributor's name."

Rank Heads List

Principal payments to the British companies, with the previous year's figures in brackets, were as follows: J. Arthur Rank Film Distributors, £677,543 (£746,346); Associated British-Pathe, £223,128 (£230,747); Eros Films, £117,673 (£120,818); Exclusive Films, £75,090 (£67,321); Independent Film Distributors, £69,397 (£152,971); Renown Pictures Corp., £58,215 (£37,374) and Anglo-Amalgamated, £48,791 (£40,774).

Of the eight subsidiaries of American companies, Columbia received the largest amount, £147,527 (£10,240); next came Republic with £62,838 (£32,981); 20th Century-Fox £52,421 (£29,057); Paramount £25,094 (£18,731); United Artists £20,916 (£42,205); Warners £11,829 (£10,389); RKO £7,457 (£8,084) and M-G-M £5,005 (£35,780).

Urges Monies for NY Educational TV

Television Today.. A New York State appropriation of $975,000 for education TV was recommended here at the weekend by the state's Board of Regents.

Meeting in the Hotel Biltmore, the Regents called for a $450,000 experimental TV station in Albany, to be operated by the State Education Department, and a $350,000 appropriation for a New York City TV station, to be operated by the Regents-chartered Metropolitan Educational Television Association.

'Cash McCall' to RKO

HOLLYWOOD, Dec. 18.—RKO has purchased Cameron Hawley's "Cash McCall," current best-selling novel, for a price which reportedly topped bids from other major studios. One of RKO's big productions of 1956, the picture will start late in the year under the direction of a creative team soon to be named by the studio's new chief executives, it was announced.

Stage Work Is More 'Exciting': Fonda

The medium of motion pictures "is not as exciting to an actor as is the legitimate stage," according to actor Henry Fonda, who recently disclosed that he planned to start the first of his six independent film productions, which United Artists will finance and distribute, next May.

Fonda, who returned recently from Rome where he starred in Paramount's co-production of "War and Peace," said that the legitimate stage offers more excitement to an actor because of lengthy time factors in which a performer can work and learn his role to perfection.

Films Best for Director

"In films, a performer usually has very little time to rehearse his role properly before a 'take' and his role could be filmed entirely in one morning's work," Fonda said. He also said that while he hoped to be able to "direct in any medium, films, television or legitimate stage, motion pictures are the most satisfactory medium for a director."

The veteran actor said that he planned to produce "12 Angry Men" next May in New York. He said that he would star in this film plus the two other properties, "The Staked Plain" and "The Clown," which he owns.

Brewer Says AA Is Not Filming 'Lark'

Allied Artists' supervisor of branch operations, Roy M. Brewer, has disclosed that the company has no plans to produce Lillian Hellman's stage play, "The Lark," as a motion picture.

Brewer, who is a leader in the motion picture industry's anti-Communist segment, stated that AA does own the screen rights to French writer Jean Anouilh's "L'Alluotte" from which Miss Hellman reportedly has taken material to produce "The Lark" as a Broadway drama.

Levey to Coast for 'Tontine' Preparation

Jules Levey, commencing pre-production work for his forthcoming filmization of "The Tontine," left New York Saturday for Los Angeles where he is scheduled to spend about two weeks discussing production details with several studios, as well as negotiating for the production of other properties. Levey plans to film "The Tontine" entirely in England.

Rank's Davis Says:

British Films Matching Ours At Canada B.O.

From THE DAILY Bureau

LONDON, Dec. 18.—John Davis, managing director of the J. Arthur Rank Organization, took the opportunity of describing his organization's world-wide activities at the 21st anniversary dinner to celebrate the founding of the Federation of Scottish Film Societies in Edinburgh recently.

He revealed that the best British films are today taking as much money at the box-office in Canada as the best American films. To obtain the screening of British films in Canada, theatres were built there at a cost of 10 million dollars, across the road from their American competitors, he said.

Formed Circuits 'Down Under'

In Australia and New Zealand they had joined hands with local nationals and had developed substantial circuits in opposition to those under the control of Hollywood, added Davis. He also disclosed that they were at present negotiating to acquire theatres in Belgium.

Other highlights of his speech were:

"Doctor in the House" had netted the greatest gross takings of all time with the exception of "Gone With The Wind," and if it went on playing out it would take in more than that American film.

They were the first British organization which had set up and operated a world-wide distribution organization for films on a comparable scale to any of the major Hollywood companies. They were competing with them on equal terms throughout the world.

Lauds Hollywood's Strength

"Remember this," he warned, "70 per cent of the screen time of the world is supplied from Hollywood. In my view, they will maintain and continue to maintain a dominating position for many, many years to come."

He concluded, "I believe in films. I believe in British films. I believe in their future and the good they will continue to do over the years. The task which had fallen to me could not have been successfully carried out if my only interest had been in achieving a satisfactory profit and loss account. It had needed faith in the job."

Rites for Mrs. Schussel

Services were held at Riverside Memorial Chapel yesterday for Mrs. Rae Schussel, mother of Seymour Schussel, Eastern division sales manager of I.F.E. Releasing Corp. The deceased is survived also by a daughter, Claire.

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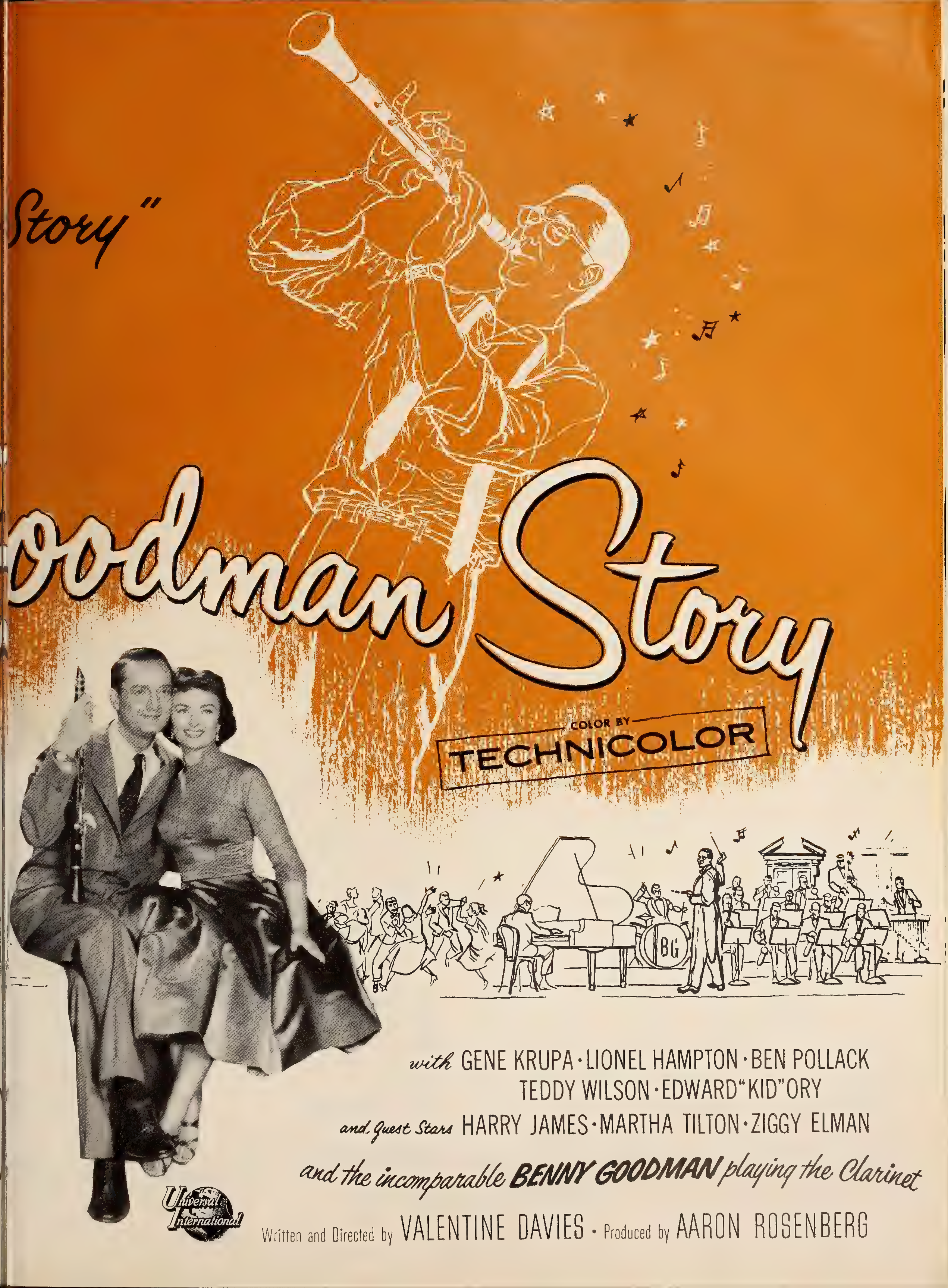

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Cinema Lodge Show Slated Tonight for Will Rogers Hospital

The New York Cinema Lodge of B'nai B'rith Christmas show for the patients of the entertainment industry's Will Rogers Memorial Hospital, consisting of 14 acts recruited through the cooperation of the American Guild of Variety Artists and Local 802 of the American Federation of Musicians, will leave LaGuardia Field this morning in a chartered plane, for Saranac Lake, where they will put on their show this evening.

Past president Burton E. Robbins, vice-president and general sales manager of National Screen Service, is heading the show which is making the trip this year under the direction of Marge Coate, director of sick and relief for AGVA.

Wide Variety of Entertainment

The entertainers who have volunteered their services to participate in this year's show are "The Amazing Mr. Ballantine," the comic magician and a former patient of Will Rogers; Helen Kane, the former "boop-boop-a-doop girl" and her emcee husband, Dan Healy; Willie Solar, dog act; Harry Martin, a musical act; Faye Meryle, dancer; Vickie Taylor, ventriloquist; Bob Coffee, harmonicist and a former patient; Louis Williams, a musical act and a former patient; Virginia Barrett, dancer; Claudia McNeil, singer; Jay Lester, comic; Lee Davis, emcee; Paul Duke, magician, and possibly Smith and Dale.

Local 802 has provided Paul Romeo for music accompaniment. Milton Livingston is co-chairman of this year's show and Robert K. Shapiro is entertainment chairman.

Will Return Tonight

Lindy's Restaurant has donated a luncheon for the entertainers enroute and International Liquor Store has provided liquid refreshments. The troupe will return to New York late tonight after putting on their show and then having dinner at the Hospital. As was the case last year, Dr. George E. Wilson, medical director of the hospital, has invited the leaders of the town and veterans of the nearby Army hospitals to the show as the guests of the Will Rogers Hospital.

Blumberg

(*Continued from page 1*)

up to Dec. 31. In an active status, Blumberg will receive $1,500 weekly, according to his contract, which carried a provision that if he elected to assume an inactive status his salary would have been $1,000 weekly.

Walker Ups Holdings

WASHINGTON, Dec. 18.—J. Miller Walker, vice-president of RKO Pictures Corp., purchased 3,000 shares of common stock in the company during November to increase his direct holdings to 6,000 shares, it was reported by the Securties and Exchange Commission.

REVIEW:

The Indian Fighter

Bryna Productions—United Artists—CinemaScope

A BIG, sprawling outdoor action melodrama, crammed with violence, suspense, battles between Indians and settlers, soldiers and evil white men, and touched off with a bit of romance, is Bryna Productions' "The Indian Fighter," which has been fashioned by producer William Schorr and director Andre De Toth from a well-written Frank Davis and Ben Hecht screenplay. Filmed in color and CinemaScope amidst the scenic untamed reaches of Oregon, the principal actor is Kirk Douglas, a two-fisted, heroic frontiersman, wise in the ways of Indians and who desires to establish and keep the peace among the Sioux tribes despite the advances of civilization and the attraction of gold which brings in the evil elements of the film.

The battle scenes are excitingly staged so that the devotees of large scale Westerns will find enough "meat" to satisfy the heartiest of appetites. For exhibitors, this is a solid piece of merchandise for it has all of the necessary ingredients which make for an entertaining production.

Besides having Douglas as the top drawing attraction, others who heavily contribute to this story are Walter Abel, Walter Matthau, Diana Douglas, Lon Chaney, Eduard Franz and Alan Hale. The top feminine lead in this saga about Indians and the early days of the West is newcomer Elsa Martinelli, who portrays an Indian maiden in whom Douglas finds his future and who is instrumental in bringing about the peace. Miss Martinelli has the promise and potential of becoming a top screen name in her own right.

Douglas, with a reputation as a just person in the treatment of Indians, arranges for a peace treaty to be signed between the Indians and the Army despite the trouble caused by white men selling whiskey to the Sioux for gold. While leading a wagon train, Douglas leaves his post for a night of love with Miss Martinelli and in his absence, a Sioux chieftain is murdered by Chaney and Matthau when he comes into the settlers camp to trade. Douglas, in an action packed climax, which features an attack on a local Army fort, staves off a massacre by bringing the murderers to Franz, who portrays the famed Chief Red Cloud, for justice.

Running time, 88 minutes. General classification. For release in December.

LESTER DINOFF

Nayfack Sees TV As Talent School

The medium of television today is considered by many motion picture producers as "the school for development" of new film talents, M-G-M producer Nicholas Nayfack, producer of "Ransom," stated here.

Top motion picture talent of box office calibre is few and far between "and almost non existent," Nayfack declared, explaining that the actors who are not under term contract agreements are involved in their own independent productions or working on participation deals on a picture-by-picture basis.

No More 'Andy Hardy' Types

Nayfack said that in the past years, M-G-M developed its talent through films like the "Andy Hardy" or "Dr. Kildare" series in which young actors and actresses got their schooling. He said that now the studio is putting its young players in films which are headlined by top stars who have the drawing power at the box-office.

Nayfack said that his future plans included the completion of production on "Forbidden Planet," on which he has been working one-and-one-half years, and producing "Power and the Pride," both for M-G-M, for which he is a contract producer. He left here for the Coast at the weekend.

A-T Drops British Saturday TV Shows

By PETER BURNUP

LONDON, Dec. 18.—Associated-Television, the weekend program contractor on the London commercial station, has announced that its Saturday morning programs are to end on Christmas Eve.

A spokesman for A-T said that his company's decision was due solely to coordination of transmission times with the Birmingham station which is due to open in February.

The mid-week London contractor, Associated-Rediffusion, said that it was not likely to decide its attitude for some time as it had never regarded the morning programs as self-supporting but as a part of the service as a whole. "Because they are not pulling in a lot of advertising revenue, it does not mean that they will be dropped," he said.

Detroit

(*Continued from page 1*)

newspaper advertising rates and editorial coverage, there will be man inclined to revamp ingrained habits exhibitors say.

Detroit has witnessed enormou increased use of television and radio It has seen language papers converted to English, it has seen the birth of an emergency labor paper. Heralds miniature newspapers are distributed by theatres, drug stores, departmen stores and TV guides. Use of neighborhood papers and more posting activity than the town has known in years has taken place.

May Spur Showmanship

The object lessons will be good according to industry people. On the one hand, those newspapers which have given short notice to pictures especially commensurate with their news and readership values, may sit up and take notice, it is said. On the other side of the coin those exhibitors who have become set in their ways have literally been jolted into becoming showmen again, rather than sitting back and taking opening and closing numbers on candy bars. Renewed efforts are bound to bring more dollars into the box office, industry people say.

AA's Drive

(*Continued from page 1*)

the March of Progress period, Goldstein has devised special "merit awards" to be distributed on the basis of all-around branch performance.

"This drive signalizes Allied Artists' full-fledged emergence as a consistent source for every type of theatre, of major quality product," Goldstein said. "Our production and distribution expansion program is in full swing and already has brought gratifyingly fruitful results. We are constantly stepping up promotional plans aimed at helping our customers sell more tickets for every Allied Artists attraction."

In addition to "At Gunpoint!" the March of Progress will be highlighted by "Invasion of the Body Snatchers," "Crime in the Streets," "The First Texan," "The Come On," "World Without End," "Thunderstorm," "The Four Seasons," "Mother—Sir!", "Screaming Eagles" and "Shack Out On 101."

Seasonal Problems Close Two in Oregon

SALEM, Ore., Dec. 18. — The Elsinore and the Grand Theatres here have been closed. According to officials of United Theatres, reopening date has been set for Friday.

A combination of a dearth of money-making pictures, minor repairs in both houses, plus the pre-Christmas season when everyone is busy shopping, are reasons given for the closing by the management.

For the reopening, "Rains of Ranchipur" has been booked for the Elsinore and "Artists and Models" for the Grand.

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

›potlighting the News

ITA Tells Its Story

National Telefilm Associates, a mparatively recent addition to .e ranks of publicly-owned corpoations, is no stranger to the art public relations. At hand last eek was a beautifully put toether NTA "Progress Report" stockholders, recounting the tale the first quarter of the fiscal ar ending July 31, 1956, and as mplete and to the point as most nnual reports. Ely Landau, presint, had some upbeat facts for e stockholders: for the three onths ended October 31, a total $1,050,832 in exhibition conacts was written, compared with 42,660 in the prior three-month riod and $420,322 in the like 54 period. Net income for the arter was $60,531. Adding conlerably to the prospects for the ture, of course, is that batch of Selznick features which the mpany acquired last week at a st of a cool $1,000,000.

olor Costs

It's a dead certainty that either e total national income has to go several billion dollars or the ice of color receivers has to drop nsiderably before the buying sh starts. With the former entuality seeming highly unely, we are left waiting for the ter—and on that score all the oves are fairly tentative even if licative of the growing impance of manufacturers to get the ts rolling into use. Several weeks o CBS-Columbia and Motorola ought their prices down. RCA s yet to follow suit, but last ek the RCA Service Company nounced cuts in its color service ntracts—for 12 months, down 0 to $99.95, and for three nths, down $10 to $39.95. It's eginning.

3ig Idea"

"The Big Idea," which, as a live show originating from Philaphia, over a seven-year period s sent quite a few amateur intors on to fame in their fields, s been chosen by the Thomas va Edison Foundation as the icle "through which it hopes to p the Edison spirit of 'invene-mindedness' alive in the Amern public." The program will be put on film by RKO-Pathe and produced and syndicated by Donn Bennett Productions. Mr. Bennett will be host of the 30-minute series which will feature amateur inventors and their works. In this day of fantastic giveaways, it's interesting to note that two ex-G.I.s who appeared on the program some time ago, looking for backing for their automatic coffee dispenser, now own a business grossing $14,000,000 annually. Even Gino Prato should have it so good.

Enters TV

► Canadian Film Industries, of Toronto, Canada's largest maker of motion picture advertising films, has announced plans for the full-scale production of television commercial films and has engaged a veteran film producer, Emile A. Harvard, to head the new department. Canadian Films Industries is the parent company of Audio Pictures, Ltd. (motion picture advertising), Dominion Productions Ltd. (features), and Film Laboratories of Canada Ltd. (processing).

Toll TV Cure-All

► Commander Eugene F. McDonald continues to push his Phonevision toll TV cure-all. In response to a request from the Federal Communications Commission for comments leading to a solution of TV's "existing economic crisis," Zenith immediately dispatched an answer, toll TV, and urged immediate authorization of the system for all TV stations "in financial distress, and for all new stations coming on the air." There really is nothing Phonevision cannot do, says the Commander.

For Walter Damm

► Walter Damm, vice-president and general manager of stations WTMJ and WTMJ-TV, Milwaukee, was unanimously—and with praise—reelected chairman of the executive committee of the Television Affiliates of the National Broadcasting Company. Accompanying Mr. Damm's re-election, in the course of the annual meeting last week in Chicago, was a resolution giving recognition to the many difficult tasks he had performed and pointing out his "substantial contribution in creating for the committee a position where it enjoys the respect and confidence of both the network and its affiliates."

Output Figures

► Figures from the Radio-Electronics-Television Manufacturers Association: Unit output of television receivers declined to 759,735 in the four weeks of October this year, from 939,515 in September and 921,476 in October last year. Total output for the year through October this year, however, is up to 6,520,241 from 5,654,791 in the like period last year.

"Mayor" in Chicago

► In the City of Chicago, where the Democrats have a long-term franchise on the Office of Mayor, MCA-TV's "Mayor of The Town" re-runs outrated all other syndicated programs, according to the November ARB report. Brushing aside any sociological conclusions, MCA-TV sticks to facts, namely that the high re-run rating was obtained even though the first runs were launched only a little over a year, and they also received top ratings. Also, in the five months when rated, the re-runs did not once drop below first position.

Closed Circuit

► Nathan L. Halpern's Theatre Network Television reports the launching of "the heaviest schedule of telecasts in the history of the closed circuit industry." It already has contracts signed for 10 multi-city telecasts between December 22 and April 21, involving the Upjohn Company, General Electric and Smith, Kline & French and "several other major firms."

In Our View

IN this space one week ago, this observer snapped from his slingshot a pellet directed at the pronounced recent tendency to leave characters and viewers suspended in mid-air at the conclusion of TV plays by reason of unresolved endings.

Comes now the voice of a Mason Rose, described to this lay attention as a Los Angeles psychologist, pointing to another facet of television production which requires attention. Mr. Rose, commenting on the first of a series of statistical reports of a TV survey made in the Beverly Hills schools under the auspices of the National Audience Board, reads danger in the fact that too often on TV, father is made to look like a nincompoop.

He cites chapter and verse to prove his point, such as Lucy, Bendix, Ozzie and Harriet, Gleason, and in every case it is true that the husband and/or father plays the fall guy in one way or another. It's perfectly all right as entertainment for adults, and there's nothing otherwise wrong in it for the youngsters, but it is undeniably true that the kids after a while are going to get the notion that Pops are chumps, and that his or her Pop is likewise a chump—and that's bad.

That same survey shows that 28 per cent of the free time of those from 5 to 18 years is spent TV viewing, which is a fact of which television must never lose sight. Respect for the paternal authority is vitally important, and the tendency cited could undermine that respect. Let not Television be responsible for that kind of family sabotage.

—Charles S. Aaronson

Passing in Review

TWO RATHER SPECIAL EVENTS highlighted the televiewing last week: NBC-TV's Producers' Showcase production of the full-length "Sleeping Beauty" ballet Monday night and CBS-TV's Morrow-Friendly "See It Now," presenting Grandma Moses and Louis Armstrong, Tuesday night. The rest of the week was more or less anti-climactic.

"The Sleeping Beauty," beamed "live" from New York turned out to be something of a surprise to everyone, including NBC officials who had earlier expressed their faith in the project by injecting an almost totally superfluous introduction and narrative bridge to explain what was going on. The show itself was delightful, even with some disconcertingly intimate closeup shots and the fact that the dancers, without a fixed theatre audience for whom to dance, had to assume an arbitrary focal point. Sometimes this was the camera and sometimes it wasn't. In any case, the number of persons who watched is estimated at 30,000,000, which was cause for soul-searching and jubilation at Radio City.

Edward R. Morrow's film interviews with "Two American Originals" were practically perfect, although the interviewer himself asked some pretty silly questions. Grandma's curt opinion of Churchill's painting abilities ("he's trying to copy me"), her description of tea with Truman ("he's like one of my boys") and her thoughts about death ("can you ever remember the actual moment when you went to sleep?") were thoughtful, amusing and even moving.

NBC-TV premiered a new series Saturday evening (December 10), "Championship Bowling,' which pits two championship bowlers in a three-game match, with Chris Schenkel doing the talking. The amateur bowlers at home should like it fine. A look at CBS-TV's "Our Miss Brooks" Friday night (December 9) shows that series holding up well. The situations are by the book but the dialogue is bright and original. Elsewhere in the week:

FRONTIER: "The Romance of Poker Alice," NBC-TV, ½ Hour, 7:30 P.M., EST, Sunday, December 11, 1955. Film. For Reynolds Metals Company.

Executive producer Worthington Miner's quest for honesty and authenticity in story material continues to pay off in this so-called adult Western series. Although somewhat overwritten in point of fulsome, ornate dialogue, "The Romance of Poker Alice" episode is an amusing folk tale that might well be expanded into feature proportions. It tells a sentimental story—in terms of legend-handed-down—of a well-born English girl who conquers the frontier with her phenomenal ability at poker, only to lose her heart to a two-bit tubercular gambler. When he finally dies, the previously reformed Alice returns to the gin halls just long enough to win a $500 pot, enough to give her beloved the kind of funeral he always wanted. Despite the fact that Joan Vohs is not ideally cast in the title role, the story of her romance comes through in a surprisingly effective blend of humor, melodrama and tall-tale. Caroll Case is producer. The photography is good.

HALLMARK HALL OF FAME: "Dream Girl," NBC-TV, 1½ Hour, 4 P.M., EST, Sunday, December 11, 1955. Live, from New York. For Hallmark Cards.

This was a case of the medium, with all its technical and mechanical facilities, being far ahead of the material and that all too variable human element, namely actors. The spark, which somehow lit up Elmer Rice's fantastic comedy for many months on Broadway in the last decade, was lost in S. Mark Smith's television adaptation, played earnestly and without any comic levitation by Vivian Blaine and Hal March. The physical production, however, was fine, including the imaginative sets by Jan Scott and those various transitions from Miss Blaine's real world to her wild dream experiences. About the only member of the cast who had the properly cockeyed approach was veteran Evelyn Varden. George Schaefer directed for NBC executive producer Jack Rayel and producer-host Maurice Evans.

THE LIFE AND LEGEND OF WYATT EARP: "Rich Man's Son," ABC-TV, ½ Hour, 8:30 P.M., EST, Tuesday, December 13, 1955. Film. For Parker Pen Company, alternating with General Mills.

This Wyatt Earp installment should bear the subtitle: "Juvenile Delinquent Goes West." Neurotic children, it seems, are no invention of our modern psychiatrists. Indeed, fed on Billy Buckeye's dime novel experiences, they left eastern homes in droves during the last century, at best having the dream of becoming a cowhand. At worst, they became pint-sized gun-slingers. In "Rich Man's Son," Wyatt Earp undertakes the rehabilitation of the boy of the title whose problem stems from a bumbling father and stepmother. It is pleasantly performed by Hugh O'Brian as Earp and Lee Erickson as the kid, although the moral pointed may be somewhat esoteric for the youngsters and just a little too basic to interest most adults. The show, however, has the virtue of telling its story simply and concisely without excess verbiage or emotion. Production values are good. Lou Edelman is producer.

SHERLOCK HOLMES: "The Case of the Blind Man's Bluff." WABD-TV, New York, ½ Hour, 8 P.M., EST, Friday, December 9, 1955. Film. For Levolor Venetian Blinds.

Spot-checking, so to speak, this successful series, it is found to be a happy combination of good writing, good production and smooth performances for the most part. Ronald Howard, who looks and sounds so much like his illustrious father, the late Leslie Howard, is a most excellent, appealing and convincing Sherlock. He seems to step straight from the pages Conan Doyle. H. Marion Crawf is an apt, if somewhat less perf Dr. Watson. In this instance Sh lock assists Inspector Lestrade nabbing a murderer who poses blind to strike for vengeance. a Sheldon Reynolds producti and entertaining in the fashi that is intended.

THE CRUSADER: "The Escap CBS-TV, ½ Hour, 9 P.M., E Friday, December 9, 1955. Fi For R. J. Reynolds Tobacco Co pany.

Brian Keith is the roving, fr lance reporter in Europe w serves to spearhead the quiet pr sures against the Communist act ity, in this case involved in a m ter of a loaned passport in Madr A suggestion of romance is i cluded in this cloak-and-dagg type of adventure which has a ri of authenticity on the one har and focuses attention on the neve ending battle with the insidio Red menace, both of which are d cided assets. It is a well-produc subject.

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Shows on the Mark

Starting appropriately Christmas Day, Sunday, December 25, a new series of religious dramas will come to NBC-TV, sponsored by the Goodyear Tire and Rubber Company. "No Room at the Inn," the story of the Nativity, will be the initial show. To be telecast as four half-hour filmed dramas, one each month, the show will be called "His Way, His Word."

◆

The Armstrong Circle Theatre presentation Tuesday, December 27, over NBC-TV will be "Nightmare in Red," which purports to tell the story of Communism, its development and spread. The show was produced by Henry Solomon, utilizing much newsreel footage.

◆

The noted opera, "Amahl and the Night Visitors," by Menotti, will be performed for the sixth time on the NBC TV network by the NBC Opera Theatre on Sunday, December 25, with the same cast as appeared for the past three years. Alcoa will sponsor.

◆

That notable radio program, Queen for a Day, will make its network television debut over NBC Tuesday, January 3, from 4:30 to 5 P.M., EST. Subsequently it will be on a Monday-through-Friday schedule in the same time spot. Master of ceremonies for the program will be Jack Bailey.

◆

Children's Corner, seen briefly last summer, will return to the NBC-TV network, Saturday, December 24, at 10 A.M., EST. Fre Rogers and Josie Carey, creato of the show, have been showing i Pittsburgh, over WQED, educa tional TV station. They will com mute to New York weekly for th NBC show. Doris Ann is the pr ducer of the short and Marti Hoade the director.

◆

ABC-TV's famed and long-live Super Circus moves to New York as its permanent headquarters beginning Sunday, January 1. I moves from Chicago and wil emanate from ABC's New Yor TV Center on 66th Street. Las October 2 the show celebrated it seventh year on the air. That's long time for anyone to be on trapeze.

◆

An African safari, handled by crew from NBC's Zoo Parade las Summer, will be presented in compatible color in nine full telecasts beginning Sunday, December 18 a 3:30 P. M., EST, with others to follow on December 25, January 22, February 12 and 19, March 18 and 25, April 22 and 29. Marlin Perkins, director of Chicago's Lincoln Park Zoo, and conductor of the weekly program, headed the crew. The shows were produced in Africa as sound-on-film productions.

TELEVISION TODAY—Editorial Director: Charles S. Aronson; Eastern Editor: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

TELEVISION N BRITAIN

LONDON: It is officially announced here by Associated Television, weekend programme con-ractor on the London commercial tation, that its Saturday morning rogrammes end Christmas Eve.

A spokesman said his company's ecision was due solely to co-rdination of transmission times vith the Birmingham station vhich is due to open in February. s previously reported, the Biringham station already has deided not to transmit in the orning.

Associated Rediffusion, the midveek London contractor, said that hey were not likely to decide their ttitude for some time. Their pokesman said that they had ever regarded the morning rogrammes as self-supporting but s a part of the service as a whole. Because they are not pulling in a t of advertising revenue it does ot mean that they will be ropped," he said.

Nevertheless, the programme ontractors will shortly have to ace up to the economic conseuences of their programme patern. In recent weeks there has een an average of less than one dvertisement a day in the morng TV programmes.

Negotiations are to begin early 1956 between the film and TV dustries on a Code of Practice overning the televising of exerpts from feature films.

The Code has been drawn up by e British Film Producers Assoation and Kinematograph Renters' Society (BFPA and KRS). At press conference, Sir Henry rench, director-general of the FPA, said:

"Our original TV code was allght but things have changed. his new code will inevitably rtail to some extent the freedom film companies over the TV netorks but you cannot have your ke and eat it. It would be cutting r own throat to use TV as a eans of supplying the wants of nema-goers instead of getting em to go to the cinema."

The code lays down broad prinples on which the film industry ould carry on with the B.B.C. d I.T.A. At present there is a ntleman's agreement in the film dustry that film excerpts should limited to three films and that ch extract should not exceed five inutes. There has, however, lately en an increasing tendency to exnd this practice. Such free plugs ve produced invaluable publicity r the film business generally. But e excerpts often have been inexrtly presented and several comnies complained that unless ere was more supervision the relt was likely to do harm.

AR (Associated Rediffusion) have signed an exclusive contract with the British Amateur Wrestling Association to televise any of the bouts arranged by the Association in England and Wales during the next three years. Under the terms of the contract five or six top-class matches will be screened during the first year.

Dr. Sydney Roslow, founder and president of Pulse, Inc., of America, has formed a new audience research company in this country. At the moment the interviewing staff consists of 24, plus a field supervisor, but soon it will be increased to 35. John Robertson has been appointed managing director of Pulse, Ltd., in London.

—*WILLIAM PAY.*

THOSE HALF-HOUR FILM SHOWS: TV NEEDS ITS OWN TECHNIQUE

Memo to the Editor

SIR:

The other night, during a station break, I had a strange and terrible vision, about as chock full of literary sugar plums as custom allows at this time of year. Its point still is rather amorphous—sometimes it takes shape and at other times it becomes as wispy as the voice of Miss Monitor. Simply, it was this:

I found myself projected into a world where all life is lived in half-hour segments, a world whose activities are accompanied by an eternal, omnipresent symphony orchestra possessed of remarkable foreknowledge of impending events, and a world where people live only what are supposed to be highpoints and where everything else disappears into slow dissolves. I was, in short, the hero of a television film series, divided into 30-minute episodes less time, of course, for huckstering.

This, however, was a rather special series, about the only thing constant being my name (Harry), character (good-natured oaf) and occupation (toll-taker on the Triborough Bridge). I was married to a pretty but icy blonde known as Alice. We had two mechanical children, presumably one of each sex, and we lived in a living room, kitchen and foyer furnished by Macy's. Although I couldn't pronounce his name, we had a Utrillo on the wall.

◆ ◆

For the first couple of dozen years or so—all in half-hour segments—our problems revolved around those little misunderstandings that make life in limbo go forward: I was jealous of my wife's cousin (whom I did not know to be her cousin); she was jealous of my secretary (toll-takers have secretaries?); one of our children—it makes absolutely no difference which—tried to cover up a poor report card; Alice's mother came to visit; etc., etc.

Life then gradually became fraught with mystery and suspense. A day didn't pass that either Alice, one of the kids or I did not find a corpse. They were meaningless but complicated little murders, involving many off-screen characters whose functions were never explained. At the same time Alice's dialogue picked up considerable flavor ("Harry, there's someone in our closet and he's . . . DEAD!") and she took to carrying a jewel-handled revolver in her evening bag.

Eventually life turned sombre, the first inkling of which I had when I came home one night to find Benjy, a small person who lived in, had been picked up for vagrancy. There was also a matter of his sticking up a filling station, but since he was only nine years old, it turned out to be my fault—and Alice's. I was too wrapped up in my business (as a toll-taker) and Alice in her crossword puzzles leaving Benjy with an unwanted feeling. Earlier in our lives we had lived in an aura of constant, disembodied laughter, but when Benjy "had his trouble," the laughter turned to a mixture of violins and taped sobbing that trickled into the consciousness with the persistence of a leaky faucet.

◆ ◆

Later I started living my life with documentary realism. The occupation of a toll-taker, it turned out, was a small but necessary link in the vital chain that makes America great. Each day I lived some new aspect of this existence: once I held up frivolous weekend traffic to allow food and medical supplies to reach a disaster area; and another time I tracked down a big, black Cadillac, which had gone through without paying its toll, and found it to be a UN delegate (from an unnamed Iron Curtain country) whose suitcases were bulging with top secret micro-films.

There was more to this vision, but you must get the idea. It was, in effect, the reflection of life as it is reflected in that ever-growing list of half-hour television film series.

Now there is nothing inherently wrong in all these film series. There are, in fact, some mighty good ones — Medic, The Honeymooners, Ethel & Albert, Alfred Hitchcock, The Search, Phil Silvers, Sherlock Holmes, to name a varied few. The fairly rigid format is a natural evolution from the need of bringing some order out of the chaos that would exist in programming were it not for the continuity provided by those series. And the use of film is just good business. But the fact remains that no one seems yet to have quite mastered the use of film-for-television.

The television film viewer, unlike the motion picture theatre film viewer, has been conditioned to look for the special, exciting quality of "live" entertainment on his screen. An Electronicam show, recorded in approximately its true running time, captures some of this quality which is seldom evident in ordinary film technique.

◆ ◆

Unless you have the identical Seitz twins playing a single leading lady, you aren't—in a "live" show—going to dissolve from Alice in an apron in the kitchen to Alice in curlers later that night. This is possible, and legitimate, in film. However, it may be that just such possibilities lead to spiritual as well as technical glibness in the use of TV film. Some of these foolish series are told too easily in present film techniques.

The restrictions of "live" TV often spur writer, director and actor to more thought about the matter at hand. "Live" television does not eliminate the mother-in-law jokes, but it sometimes gives them substance by the very fact that they are live and now. What seems desperately needed at the present time is a film technique that belongs to television—when that happens, quality in all departments will go up.

The top executives of the three major networks now agree that the trend in television is toward long (one-and-one-half-hour and two-hour) shows. That's all well and good. In the meantime, however, the vast majority of the stations of the country will be filling their program hours with 30-minute film shows. People undoubtedly will be watching. The situation won't be dangerous if televiewers stick to their gaudy visions, but sound the alarm when they start behaving like Harry, Alice and Benjy.

In haste,

Vincent Canby

HOLLYWOOD, U.S.A.:

HOLLYWOOD: Judge Bartlett, of Waco, Texas, started something with a ruling permitting television cameras in his courtroom to cover the murder trial of the Houston business man, Harry Washburn. Now **Sam Zellman,** west coast director of CBS-Television News, is using this as a precedent, seeking to have lifted the ban on courtroom coverage adopted by the California Conference of Judges under the "Canons of Judicial Ethics."

◆

Charlie Ruggles, past president of the Television Academy, now back expounding Americana, cracker-barrel fashion, for the third year with "The World of Mr. Sweeny," (the No. 1 NBC-TV show up to 5 P.M. daily, according to Nielsen), offers this bit of advice for Academy consideration: "Organize local chapters around the country where important live studio productions and commercial film producers are becoming well-established factors. These chapters can supply entries for local awards and participate in the selection of national winners at Emmy time, as well as contribute to the progress and solidarity of this great industry."

◆

Ed Yuhl and **Bob Larsen,** former executives at Mercury-International, who organized a new TV-film company, North American Film Corp., are in action at the Sunset Stage Studios with a schedule of spots for McCann-Erickson and 20 Mule Team Borax, and are storyboarding a set of commercials for the Dan B. Miner Co. North American has a healthy production fund and is anxious to offer its facilities for general TV film production. . . . **Jonathan Winters,** our nomination for the hottest comedy find of 1955, can't understand why Hollywood should be crying for new faces when all the new faces seem to be crying for Hollywood. This glib delineator of satirical vignettes, who started as a record spinner over Dayton's WING, feels a feature film will establish his identity, although NBC's **Sam Fuller** is willing to put his chips on the shows he's lined up for the comic as the new Sunday comedy hour.

◆

The meeting of the six-man joint code committee of industry and National Audience Board representatives was postponed to last Thursday while legal councils complete their breakdown of subjects in the categories to be examined in detail, it was announced by chairman **Martin Leeds.** Convening to discuss morals, religion, politics, crime, words, costumes, psychiatry, brutality, juvenile delinquency, advertising, premium contests, will be attorney **D. Brandon Bernstein** for the Audience Board, attorney **Max Gilford** for the National Society of Television Producers, attorney **Richard St. John** for the Alliance of Television Producers, **Tom Lewis** and **Hal Hudson.**

PROGRAM PLEASES. Watching Walt Disney's "Magic Kingdom" (radio) at Disneyland Park, Anaheim, Cal., are Robert Kintner, ABC president; vice-president Robert M. Weitman, program vice-president, and Robert Lewine, program director.

◆

Steadily increasing production assignments of television cartoon film spot-announcements at UPA's Burbank studios, has dictated the setting up of a special west coast TV commercial film department by UPA Pictures, it is announced by **Stephen Bosustow,** president.

◆

Special brochures, serving as a supplementary guide for classroom use, titled "Disney on Television" and developed as a tieup for Walt Disney's two TV programs, "Disneyland" and "Mickey Mouse Club," were delivered to the National Audience Board as a means of relating information about the programs, requested by teachers, to an estimated 50,000 men and women. . . . **Edward Small,** chairman of the board of Television Programs of America, has first crack at "Rob Roy," a new TV series to be filmed in England. . . . **Ralph Edwards,** Television's gift to the deserving and the needy, is narrating a UPA documentary animated cartoon for the American Cancer Society. . . . **Gayle Gitterman,** the genial gentleman of Motion Picture Center, has been handed the production reins by Desilu for the ABC-TV series, "Fast Freight," to star **Tom D'Andrea** and **Keenan Wynn.** . . . ABC Film Syndication will have 39 episodes of a new TV film series, "Code 3," which **Hal Roach, Jr.,** has all set to put into immediate production. . . . **Ed Reimers** flew back from New York yesterday, after filming some commercials for A. T. & T., to resume his announcing chores for **Don Fedderson's** "Do You Trust Your Wife?" TV film series.

—*SAMUEL D. BERNS*

Who's Where

JACK RAYEL, NBC executive producer has been appointed director of network programs for CBS-TV, Hollywood, it has been announced by **HUBBELL ROBINSON,** CBS-TV vice-president in charge of network programs.

JACK GROSS, former owner of KFMB-AM and KFMB-TV, San Diego, has been elected chairman of the board of Trans-Community Television Network, Inc., **JEROME L. DOFF,** president, announced.

DAVID T. SCHULTZ, senior vice-president and treasurer of the Raytheon Manufacturing Co., has been elected president and director of Allen B. Du Mont Laboratories, Inc., it was announced by **DR. ALLEN B. DU MONT,** chairman of the board and retiring president. The election is effective January 3.

LOU STEELE has been named staff announcer for WABD, Channel 5 in New York, it is announced by **BILL ADLER,** program director.

FRANK J. RIORDAN has been named managing director for KPTV, in Portland, Ore.,
GEORGE B. STORER, JR., v
president of the Storer Broadc
ing Company.

JOHN REYNOLDS, general m
ager of KHJ-TV, Hollywood,
JAMES RICHARDS, eastern s
manager for the Don Lee Bro
casting System and of the stat
have been promoted to vice-pr
dents, the announcement com
from **WILLET H. BROWN,** I
Lee president.

BEN KERNS has been elected pr
ident of the Television and Ra
Association of Klamath Falls, O
with **WILLIAM FINK** as v
president; **GERALD WICKI**
SHAM, secretary; **MEL BARI**
treasurer.

JOHN J. SCHNEIDER and **W**
LIAM REDDICK have been
elected president and execut
vice-president, respectively, of
National Television Film Coun

TED R. LAZARUS has resigned
secretary-treasurer of Geo
Blake Enterprises, Inc., New Yo

LEE BERG, staff announcer
WOW-TV, Omaha for two yea
has moved to KOA-TV, Denv
handling two newscasts each nig

The Show-Makers

Ernest D. Glucksman, *NBC veteran, has been signed as the first producer-director-contributor to the new NBC-TV full-hour comedy program which begins Sunday, January 8.* ***Robert Welch*** *is the second named thus far.* ***Leo Durocher*** *will be master of ceremonies for the first three programs. Most of the shows will come from Hollywood.*

◆

Joan Blondell *will co-star with* ***Joanne Woodward*** *in "White Gloves," which will be the drama on the United States Steel Hour Wednesday, December 21, 10 P.M., EST, on CBS-TV. The play was written by* ***James Costigan,*** *will be directed by* ***Daniel Petrie.***

◆

Basil Rathbone *will narrate Oscar Wilde's "The Selfish Giant" as the special guest over the ABC-TV network Thursday, December 22, on Star Tonight.* ***George Mathews*** *will be featured.*

◆

Dean Martin *and* ***Jerry Lewis*** *will be guest stars on the Milton Berle Show on NBC-TV tomorrow night. It will mark Berle's return to action following an illness.*

◆

Gene Barry *as the new gym instructor will make his debut in "Our Miss Brooks," the* ***Eve Ard***
starring vehicle over CBS-TV, ne
Friday night.

◆

Cameron Mitchell, William Ga
gan, Sylvia Sidney *and* ***Vera Mil***
will be starred in "Man on t
Ledge," set for the General Ele
tric 20th Century-Fox Hour ov
CBS-TV, December 28. ***Steve Fish***
wrote the script, ***Otto Lang*** *is t*
producer and ***Lewis Allen*** *is t*
director.

◆

John Qualen *is starred in "*
Bullet for Baldwin," the Alfre
Hitchcock Presents play set f
CBS-TV, January 1. Also cast wi
be ***Sebastian Cabot, Philip Ree***
Cheryl Clark, Don McArt, Jame
Adamson *and* ***Ruth Lee. Just***
Addis *directed from an adaptatio*
by ***Francis*** *and* ***Eustace Cockrell.***

◆

Arlene Francis *will fly to Japa*
December 27 to film features fo
presentation on the NBC-TV Hom
program. The invitation came fro
Tetsuro Furugaki, president of th
Nippon Broadcasting Compan

◆

Eva LeGallienne, John Kerr *an*
Joan Lorring *are cast in "The Co*
Is Green" which ***Maurice Evan***
will offer on the Hallmark Hall o
Fame, over NBC-TV, January

:xchange

(*Continued from page* 1)

ctor of the French Cinema Center. ıe latter organization recently was tablished here by the French gov- ıment and French motion picture oducers to promote the importation French motion pictures in America.

The reception, which was broadcast France by Radio Diffusion Fran- ise, followed the American premiere Marcel Pagnol's "Letters From My indmill" at the Paris Theatre.

Interested in Export, Import

"The Department of Commerce is t only concerned with the export American films to the world mar- ts," Golden said, "but we are also ally interested in the import of mo- m pictures into the United States." Golden added that "cutting off of port markets for our American films ould have a very drastic effect on e United States motion picture in- ıstry's economic well-being, and ewise it has the same economic ect upon a country like France un- s more of its films are sold in the ited States.

"Understanding between the people nations offers the best promise for solid and lasting peace," he said. Vhat better medium is there than rough the exchange of our films to rry out such an understanding. It therefore, expedient for political d economic reasons that we expand r two-way foreign trade in films."

Arthur Mayer Heard

Before the reception Arthur L. ayer, president of the Independent otion Picture Distributors, ad- essed the Paris Theatre audience d presented the Pagnol film. Mayer ferred to the popularity of this ench artist among lovers of fine ench films. Pagnol, he said, had ptured the true essence of the ench spirit.

VCBS-TV Buys 6 'eatures from GT

elevision Today..

WCBS-TV has purchased six new-to-television full-length fea- re films from General Teleradio for st-run showings starting in Feb- ary on both "The Early Show" and he Late Show."

The six films are "Movie Crazy," ırring Harold Lloyd, "Strangers," orderline," "3 for Bedroom C," ogue River" and "Boy from In- ına."

Iarty' Takes Sutton 'ross of $519,000

Hecht-Lancaster's "Marty" con- ıded its world premiere engage- ənt at the Sutton Theatre here yes- day with a gross of $519,000 for 36-week run.

The returns for "Marty" top the tton's previous record holder, uartet," by 58 per cent. That film ı for 33 weeks in 1949 and grossed approximate $190,000 less than Iarty."

Woman-Appeal Called Vital

(*Continued from page* 1)

play at the box-office a role which he incorporated in his proposal on winning the women audience to the Council of Motion Picture Organizations.

The AB-PT president said that his view regarding the number of pictures accenting violence in the fourth quarter is not made in criticism, but an explanation of conditions that existed during that period, now drawing to a close. Pictures accenting violence appeal mainly to men, he went on, although he did acknowledge that such pictures as "To Hell and Back" and "Rebel Without a Cause" did fine business.

Yet, he questioned where were the pictures that appealed to women in that period, pointing up a sampling survey conducted by AB-PT which indicated that women play a major role in setting the film-going habit for the family. Women, he went on, look for a love story or a good entertainment package rather than violence. That need, he continued, was not as well supplied in the current fourth quarter as compared to the same period last year, when, he said, there was such pictures as "White Christmas," "Sabrina," and "Rear Window" to exhibit.

The product shortage and the lack of big pictures were listed as other box-office deterrent factors by Goldenson, who, at the same time, felt that the line-up of pictures beginning with the holidays looks good for business.

Expounding on the women's role regarding film-going habits, Goldenson pointed to the increased automation at home and the rising standard of living. This, he went on, although it may make the task of keeping house easier does not release the woman from the responsibilities and irritations of home-life. That release, he stated, can be found at the motion picture theatre. For these reasons, Goldenson explained, he called upon COMPO at its meeting last week to map out a public relations program which would indicate the emotional and mental lift offered to women, and the family, by a habitual visit to the motion picture theatre.

Wage-Hour Law

(*Continued from page* 1)

retail and service establishments. Congress boosted the minimum to $1, but refused to widen coverage.

At a press conference, Mitchell said President Eisenhower in his "State of the Union" message in January would repeat this year's request that Congress consider extending coverage to many more workers. However, he added, the Labor Department will spell out its views as to which workers should be covered only if Congress holds hearings.

Moreover, Mitchell said, passage of the $1 minimum "has caused us to re-examine" the question of expanding coverage. "The higher the minimum gets," he added, "the more difficult it becomes to expand it in certain areas because of the impact it might have." This was taken to mean that the department is not ready to push too hard for the expanded coverage next year.

Ice Show, 'Rains' Sturdy at Roxy

Brisk business is currently being chalked up at the Roxy on Broadway here, with the introduction of an ice show for the holiday period, coupled with "Rains of Ranchipur" on the screen.

Reserved seats at National Theatres' New York flagship for the Christmas holiday period are selling "fabulously," according to a Roxy spokesman. The mezzanine, which seats 1,000, has been turned into a reserved seat section, with seats scaled from $1.85 to $2.50. The general admission price ranging from 95 cents to $1.75 has been retained, despite the addition of the ice show, titled "Happy Holiday—Anywhere, U.S.A."

Paramount Cash

(*Continued from page* 1)

characters, syndicated in over 700 papers throughout the world, the book, written by Norman Panama and Melvin Frank, and the score by Johnny Mercer and Gene DePaul, will be presented by Triad Productions, a corporation recently formed by Panama, Frank and Michael Kidd. Kidd will join Panama and Frank in sharing over-all responsibilities for the production and direction as well as choreography of the play.

Included in the deal is Paramount's sharing in the profits of the play, as well as financing on a participating basis and releasing of the picture which will be shot on the Paramount lot.

3 Upstate Theatres To Jules Perlmutter

ALBANY, Dec. 18.—Three Benton circuit theatres, the State in Mechanicville, Capitol in Ballston Spa and Capitol in Whitehall, will be operated by Jules Perlmutter, of Albany, effective Jan. 1, exchanges have been notified. It is understood that leasing arrangements will be in effect.

The 1,100-seat State has been closed since last June. All three are small-town situations, Ballston and Mechanicville being about 10 miles from Saratoga.

The Benton organization will continue to conduct the Strand and Champlain in Plattsburg and the Congress (spring-summer situation, to be reopened for Christmas-New Year's) in Saratoga. Benton and Walter Reade, Jr., who owns the Community at Saratoga, are pooled there.

"I've hurt myself staying in the movies too long. I've slipped as an actor because the movies don't give an actor the self-discipline he needs to keep sharp."—Marlon Brando in Theatre Arts Press Service.

And to keep one's quotes sharp?

Comerford

(*Continued from page* 1)

pending action against Walker and J. J. O'Leary as trustees, brought by the Comerford heirs in Scranton, Pa., Orphans Court, was settled and withdrawn.

Walker's statement said that "All exceptions to the accounts of Walker and O'Leary in the M. E., M. B. and Anna D. Comerford estates were withdrawn and the court approved the account as filed."

SCRANTON, Pa., Dec. 18.—A $1,000,000 settlement of claims against the Estate of M. E. Comerford, theatre magnate, was announced here by Orphans Court Judge James F. Brady.

Counsel turned over $500,000 to Helen Comerford Eagan, Margaret Comerford O'Hara, Joan M., Thomas P., William M. and Michael B. Comerford, Jr., children of M. B. Comerford, nephew of M. E. Comerford.

Will Get Additional $500,000

The heirs will receive an additional $500,000 upon transfer of stock in 28 Comerford enterprises which were a part of the estate of their mother, Mrs. Anna D. Comerford, and upon completion of audits of the three Comerford estates on or before March 31, next.

The effect of the settlement is that control of the Comerford enterprises, including theatres and other real estate holdings in Eastern Pennsylvania, New York and New England, will be vested in former Postmaster General Frank C. Walker, New York, who now heads the firms, and M. E. Comerford's daughter, Mrs. Murial Friday of this city.

It is understood that Comerford stock holdings in the Grace Steamship Lines were disposed of reportedly at a profit of $150,000 to provide part of the ready cash required for the first instalment of the suit settlement.

319 Exceptions Entered

Children of the M. B. Comerfords on September 21 filed 319 exceptions to the accounts of Walker, as executor of the Estate of M. E. Comerford, and Walker and J. J. O'Leary, also an executive of the Comerford enterprise, as trustees of the estates of M. B. and Anna D. Comerford. They charged them with mismanagement. Judge Brady called the pretrial conferences at which the settlement was effected.

M. E. Comerford died Feb. 1, 1939, in Miami, Fla. He was stricken en route to New Orleans to a convention of the Motion Picture Theatre Owners of America, of which he was vice-president. He started his career in Scranton as a penny arcade operator with kinetoscopes.

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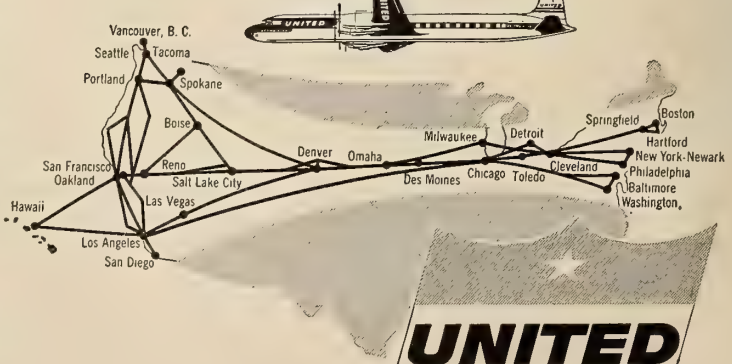
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Concise and to the Point

VOL. 78. NO. 117 — NEW YORK, U.S.A., TUESDAY, DECEMBER 20, 1955 — TEN CENTS

Federal Hearing

Explore Runs Issue in N.J. On Court Bid

Loew's Theatres Asks Approval for Raritan

By MURRAY HOROWITZ

Federal District Court Judge Sidney Sugarman yesterday allowed testimony on the question of runs relating to Loew's Theatres' projected drive-in in Raritan, N. J., for which the divorced circuit is seeking court permission to construct in accordance with its consent decree.

The resultant testimony led to one

(*Continued on page* 5)

Foreign Production To 'Boom' Spanish Industry: Rossen

The Spanish motion picture industry, which is limited in its technical facilities, will "boom" within the next few years due to the rising number of American and other foreign films which will be produced there, Robert Rossen, producer of Restaurant "Alexander, the Great,'' declared in a 21 trade press meeting here yesterday.

Robert Rossen

Rossen, revealed that he had been working on his Cinema-

(*Continued on page* 6)

Cyclotrana Process Shown for Directors

From THE DAILY Bureau

HOLLYWOOD, Dec. 19.—The Multi-Dimension Process of Cyclotrana Corp. was privately demonstrated here today by its inventor and patentor, Frank Caldwell, for members of the board of directors of the

(*Continued on page* 6)

Commissioner Cavanagh Finds

One to Three Fire Law Violations In 50% of Midtown N.Y. Theatres

Fifty per cent of New York City's midtown motion picture and legitimate theatres, which were inspected by inspectors from the Fire Department's Fire Prevention Division yesterday, were found to have "from one to three violations," according to Commissioner Edward F. Cavanagh, Jr., who has launched an intensive search for violations in the city's 400-odd theatres.

Cavanagh said that a team of 20 men, headed by Capt. Arthur W. Myers, was inspecting all metropolitan theatres in a search for fire violations because he wanted to assure theatre patrons "of ample protection in the event of fire." He pointed out that extra large crowds usually pour

(*Continued on page* 5)

O'SheaReports RKO Progress

Progress in the reactivation of RKO under the new management was revealed here yesterday when Daniel T. O'Shea, president, returned from two weeks of studio conferences with Charles Glett, executive vice-president, and William Dozier, vice - president in charge of production. After the holidays, O'Shea will return to the studio to continue the development of over-all plans.

Daniel O'Shea

O'Shea said it was RKO's intention to produce a minimum of between

(*Continued on page* 5)

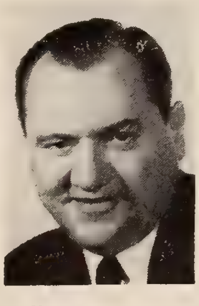
'Carousel' Premiere For College Benefit

The world premiere of 20th Century-Fox's production of Rodgers and Hammerstein's "Carousel," at the Roxy Theatre here, on Feb. 16, will be held for the benefit of the New York Medical College, it was announced by J. A. W. Hetrick, M.D., president of the college, and Spyros P. Skouras, president of 20th Century-Fox.

The film version of "Carousel" has been photographed in the new process, CinemaScope 55, the industry's first production to utilize this method.

Heineman, S. S. Skouras to Be Co-Chairmen Of Industry's 1956 Brotherhood Campaign

William Heineman, vice-president in charge of distribution for United Artists, and Spyros S. Skouras, president of Skouras Theatres Corp., will be nominated as co-chairmen of the 1956 Brotherhood campaign of the motion picture industry at a luncheon to be held at the Waldorf Astoria Hotel here today.


William Heineman

Spyros S. Skouras

J. Robert Rubin, industry attorney and chairman of the amusements division for the National Conference, will be host at the luncheon which will be attended by executives of production, distribution and exhibition and the industry press.

The 1956 Brotherhood campaign is expected to be put in motion early in January and will culminate in the annual observance which is scheduled to be held in the metropolitan area during the week of Washington's birthday in February.

Johnston Says:

No Changes in Code Planned At This Time

Stresses 'None Asked'; Lauds Foreign Market

By WILLIAM R. WEAVER

HOLLYWOOD, Dec. 19.—"There will be no changes in the Production Code in the foreseeable future," Eric Johnston, president of the Motion Picture Association of America, told representatives of the press today at the headquarters of the Association of Motion Picture Producers.

Eric Johnston

The MPAA president had spent the weekend in Hollywood and was to be guest of studio heads at dinner tonight before leaving tomorrow for his home in

(*Continued on page* 6)

Distributors Upheld In Appeal of Dallas Anti-Trust Action

Special to THE DAILY

DALLAS, Dec. 19.—A Federal court jury has brought in a verdict in favor of six distributors in the $750,000 anti-trust suit brought by the Delman Theatre here. It was the second victory for the distributors in the action. The case had been ap-

(*Continued on page* 6)

'Marty' Tops 10 Best Of Nat. Review Board

"Marty," conventional black-and-white film produced by Hecht-Lancaster and distributed by United Artists, has been chosen as the best motion picture of 1955 by the Committee on Exceptional Films of the

(*Continued on page* 5)

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, is scheduled to return to New York today from the Coast.

•

Ted Galanter, assigned by M-G-M to "Guys and Dolls" promotion, has returned to New York following a tour of 15 key cities.

•

Donna Reed, accompanied by her husband, producer **Tony Owen**, and their three children, will leave New York today for Africa.

•

Irving Sochin, Universal Pictures short subjects sales manager, has returned to New York from Hollywood.

•

Edward Gollin, independent publicist, will arrive in Hollywood over the weekend from here.

•

Aaron Rosenberg, producer, will arrive here today from England via B.O.A.C. Monarch.

•

Sol Gordon, 20th Century-Fox publicity man, has returned to Detroit from Cleveland.

•

Cesare Girosi, Italian director, has arrived in New York from Rome via Italian Airlines.

•

Harry Foster, British talent agent, arrived here yesterday from London via B.O.A.C.

•

Samuel Goldwyn, Jr., will return to Hollywood today from New York.

•

Dolores Gray has returned to Hollywood from New York.

Non-Holiday Record For 'Arm' at Victoria

Otto Preminger's "The Man with the Golden Arm," in its three-day weekend at the Victoria Theatre here, grossed $24,476, according to latest tabulation of United Artists, distributor. This figure, said UA, is the largest non-holiday weekend figure in the history of the house.

The UA release is also said to have established an all-time mark at the Victoria by playing to a capacity house at each of the seven performances on Sunday.

Knapp to RKO Radio

HOLLYWOOD, Dec. 19. – Marcella Knapp, formerly with the M-G-M casting department, will join the RKO Radio Pictures studio on Jan. 9 to become executive assistant to Douglas Whitney, casting and talent department head.

Investment Firm Ups Film Stock Holdings

Television Electronics Fund, Inc., has substantially added to its portfolio of entertainment industry common stocks during its fiscal year ended Oct. 31, according to the mutual investment company's annual report.

Recording this optimistic trend, the report indicates that among the additional purchases of stocks already held by the mutual fund are 10,000 shares of ABC-Paramount; 6,000 shares of CBS "A"; 9,000 shares of General Tire & Rubber Co.; 4,000 shares of RCA; and 9,800 shares of Storer Broadcasting Co.

Film company holdings also were increased. Television Electronics Fund purchases included 17,500 shares of Columbia Pictures, 30,600 shares of Paramount Pictures, 21,000 shares of 20th Century-Fox, 4,000 shares of Walt Disney Productions and 21,000 shares of Warner Brothers Pictures, Inc.

"Because we are more certain than ever of the great potential growth in the science of electronics and nucleonics," Chester D. Tripp, president of the Fund, points out in the annual report, "we feel that current conditions are affording us an opportunity to entrench ourselves further in these fields to best advantage."

New Unit for V.C. Epilepsy Foundation

Albert G. Gorson, executive director of the Variety Club Foundation to Combat Epilepsy here, has announced the formation of Epilepsy: Self-Help, through which persons with epilepsy will take a continuously active part in the program of the Foundation. Local groups in various parts of New York City and in nearby communities will meet regularly in an organized effort to aid each other in solving the social and economic problems that are inherent in epilepsy.

An important phase of the program will be to aid members in finding employment, for jobs are denied many competent workers by employers who are misinformed about epilepsy. Many members of Epilepsy: Self-Help are successfully employed in factories, retail shops and offices. Several hold responsible executive positions in many fields.

'Prisoner' Scores

Columbia's "The Prisoner," at the Plaza Theatre here, grossed in excess of $21,000 for the first nine days of its American premiere engagement, it was announced yesterday. The total included $15,679 during the first week and the second weekend gross of $5,963. The first week's business was a high for 1955 and a near-record for the theatre, it was said.

Invite All Exhibitors To Drive-In Meeting

Special to THE DAILY

COLUMBUS, O., Dec. 19.—Operators of conventional theatres have been invited by Robert Wile, secretary of the Independent Theatre Owners of Ohio, to attend the national drive-in convention at the Hotel Cleveland, Cleveland, on Feb. 21-23. Wile said that it was noted at the Allied Chicago convention that many conventional theatres were selling frankfurters and hot drinks. "Many other items displayed at the drive-in convention will be of equal interest to the owner of an indoor theatre," Wile said.

Wile also invited Ohio exhibitors to attend the Allied national board of directors meeting at the Hotel Cleveland, Feb. 19-20 as observers.

Asks TV Survey of Audience Reaction

Television Today..

WASHINGTON, Dec. 19. – The National Association of Radio and Television Broadcasters has been asked to explore methods of obtaining audience reaction to television programming.

The committee on viewer reaction of the NARTB suggested that the association take whatever steps are necessary to explore various methods of obtaining this reaction on a national and local basis, so that there could be a constant measuring of what audiences thought of television programs.

U.A. to Host Trade Press Men at Party

The top echelon of United Artists executives will be hosts at a year-end party at 21 Club here on Thursday to trade press representatives.

Max E. Youngstein, vice-president, issuing invitations, promises "No speeches." Just sociability.

Warners Starting 4 Pictures in January

BURBANK, Dec. 19. – Warner Bros. is starting the new year by putting four productions into work in January.

They are "Melville Goodwin, U.S.A.," "The Wrong Man," "Toward the Unknown," and "The Burning Hills."

Favors U.S. Process

TOKYO, Dec. 12 (By Air Mail).—Daiei Studios will adopt an American wide screen process instead of attempting to develop a process of its own as has been done by the Shochiku and Toho studios. Daiei has chosen no specific process yet.

Japan Would Impose 2½-Hour Show Limit For Film Theatres

Special to THE DAILY

TOKYO, Dec. 12 (By Air Mail).—Japan's exhibitors are up in arms about the government edict to limit motion picture shows to two hours and 30 minutes maximum. Many are threatening to close their theatres in protest. They point out that the limitation would prevent most double feature programs and patronage would fall off seriously without them.

Hyams Joins Fox as Newspaper Contact

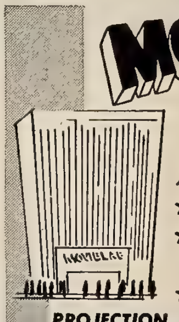
Edward E. Sullivan, 20th Century-Fox publicity director, yesterday announced the appointment of Joseph Hyams as metropolitan newspapers publicity contact.

Hyams was associated with the Bernard Kamber organization and earlier was affiliated with Columbia Pictures in special events and exploitation posts for seven years.

He succeeds Ira Tulipan, recently named publicity manager.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"KISMET"
in CinemaScope and Color starring
HOWARD KEEL . ANN BLYTH
DOLORES GRAY . VIC DAMONE
AN M-G-M PICTURE
and The Music Hall's Great Christmas Show



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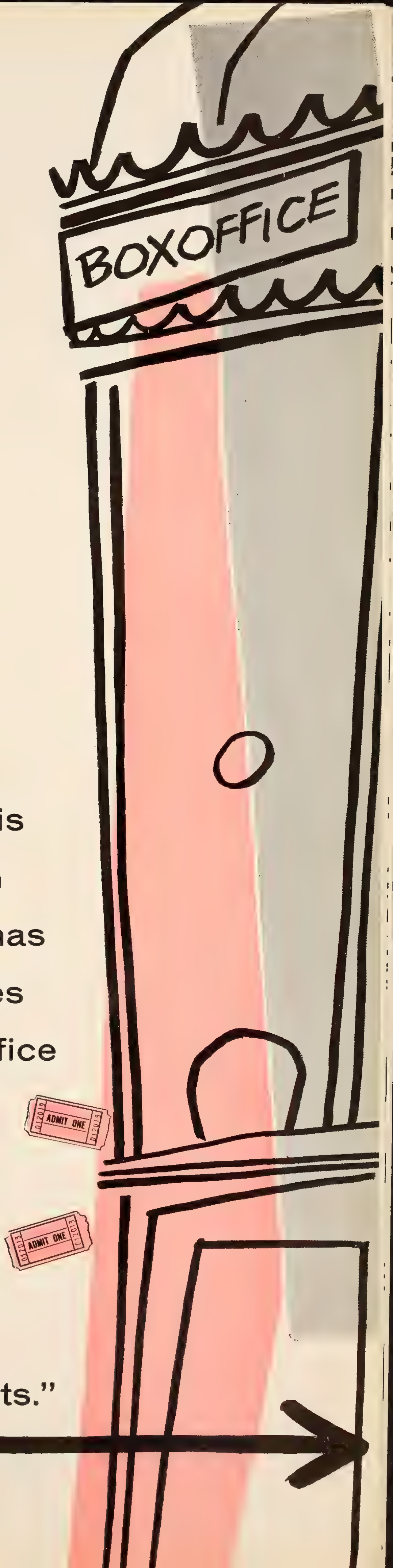
what picture

is Edward L. Hyman talking about when he says:

Edward L. Hyman
Vice President,
United Paramount Theatres

"The picture is wonderful and in my opinion has all the sales value and boxoffice attributes of 'From Here to Eternity.' It should give equal or better results."



"picnic"

is the picture
Edward L. Hyman
says "HAS ALL
THE BOXOFFICE
ATTRIBUTES OF
'FROM HERE
TO ETERNITY'!"

COLUMBIA PICTURES presents

WILLIAM HOLDEN

IN

picnic

WITH

KIM NOVAK

BETTY FIELD · SUSAN STRASBERG · CLIFF ROBERTSON

AND
CO-STARRING

ROSALIND RUSSELL

AS ROSEMARY

Screen play by DANIEL TARADASH · Based upon the play 'Picnic' by WILLIAM INGE · Produced on the stage by THEATRE GUILD, Inc. and JOSHUA LOGAN
Directed by JOSHUA LOGAN · Produced by FRED KOHLMAR

CINEMASCOPE
TECHNICOLOR

"PICNIC" WILL HAVE ITS PREMIERE AT RADIO CITY MUSIC HALL IN FEBRUARY 1956

PRINTED IN U. S. A.

Explore Runs Issue in New Jersey

(*Continued from page* 1)

of the most extensive hearings on an application of a divorced circuit for a new theatre, with the hearings continuing today.

Testifying in yesterday's all-day hearings were Loew's Theatres' vice-presidents Eugene Picker and John Murphy and Norman A. August, of New Rochelle, identified as a partner with Loew's Theatres in the drive-in venture and a son-in-law of Nat Cohn, Columbia Pictures New York branch manager.

Wilbur Snaper Heard

Also testifying was Wilbur Snaper, operator of the Strand Theatre, in nearby Keyport, N. J., and a vice-president of Allied States, who is opposing the Loew's Theatres application.

The court, at the request of Snaper's counsel Monroe Stein, asked for the appearance of Picker, Murphy and August and granted Snaper's attorney the right to cross-examine as amicus curiae.

Judge Sugerman, however, ruled out a line of questioning by Snaper's attorney purporting to show that Loew's Theatres commanded the same "powerful" position that it had before its divorcement and divestiture.

The question of runs was broached by Snaper's attorney Stein at the beginning of the hearing, when he asked the court, that if the court does grant the Loew's petition, it should prohibit the projected Raritan drive-in from becoming a first-run.

Picker, in his testimony, said that Loew's Theatres would seek to get the "best run," adding that Loew's Theatres had received no assurance from any distributor as to which run the drive-in would get.

Snaper contended that if the Raritan drive-in should get first-run under Loew's Theatres operation, it would result in "general chaotic" conditions over a wide New Jersey area for exhibition.

Restraint Denied

Maurice Silverman, Justice Department counsel, in supporting the Loew's Theatres application, said it was the government's view that the granting of the petition would not unduly restrain competition. He asked for no restrictions as to run.

Loew's attorney, Gillespie, pointed out that the Justice Department had not changed its views since holding conferences with the opposing party. Such conferences were suggested by the court before Judge Sugarman rejected Snaper's bid to become an intervenor in the case. Gillespie took the position that the acquisition would aid rather than restrain competition.

The Loew's attorney also rejected charges that August, the would-be partner with Loew's Theatres in the venture, was "fronting" for Nat Cohn.

August, on the stand, said his mother-in-law in fulfilling a promise made to him earlier had agreed to advance the money and he had received no assurance from Columbia as to the probable run of the new drive-in. He added that this was his first venture in the theatre field. August joined Picker in explaining that the land in Raritan had been acquired and some construction started, with the understanding that his partnership with a Picker family holding company would accrue to Loew's Theatres, when the latter would be given court permission. Then, he explained, Loew's Theatres would take over the interests of the Picker family holding company.

Operates Three in Jersey

It was brought out in testimony that Loew's Theatres currently operates three theatres in New Jersey, that no other drive-in in the state currently enjoys first-run status, and that the projected drive-in would cost about $300,000.

There was varying testimony on whether Raritan is a growing area and on the competitive radius of the drive-in if it became a first-run situation.

O'Shea

(*Continued from page* 1)

12 and 15 major pictures in 1956, backed up with "outstanding independently-produced films to keep the RKO world-wide sales force at its peak efficiency."

Filming will start in May on "Every Mother Should Be Married," co-starring Eddie Fisher and Debbie Reynolds, O'Shea said. Negotiations have been completed with John Farrow to produce and direct three pictures, the first of which will be "Back from Eternity," on which shooting will start in February. O'Shea said that David O. Selznick would start on "A Farewell to Arms" in June. Previously, the purchase of Cameron Hawley's "Cash McCall" by RKO was announced. The first new RKO picture will be "The First Traveling Saleslady," starring Ginger Rogers.

O'Shea said that "it is our intention to creat an atmosphere at RKO where talented and gifted men and women can function in a creative climate to produce outstanding entertainment."

Chi. Ticket Taxes Down in November

CHICAGO, Dec. 19.—The drop in theatre business in Chicago was further indicated in a report stating that theatre admission taxes collected in November totaled $94,023. For the same period in 1954 these taxes amounted to $96,347.

'Marty' Tops

(*Continued from page* 1)

National Board of Review of Motion Pictures.

In order, the nine films following "Marty" in the board's list of "10 best" are: "East of Eden," "Mister Roberts," "Bad Day at Black Rock," "Summertime," "The Rose Tattoo," "A Man Called Peter," "Not As a Stranger," "Picnic" and "African Lion."

William Wyler was named the year's best director for "The Desperate Hours." Anna Magnani was chosen as the actress who gave the best screen performance of 1955 for "The Rose Tattoo." Ernest Borgnine was voted the actor who gave the best screen performance of 1955 for "Marty." Marjorie Rambeau was chosen 1955's best supporting actress for her performances in "A Man Called Peter" and "The View from Pompey's Head." Charles Bickford was chosen 1955's best supporting actor for his performance in "Not As a Stranger."

$48,500 for 'Tattoo'

Hal Wallis' "The Rose Tattoo" at the Astor Theatre here grossed a first week's business of $48,500. Sparked by the reviews and by word-of-mouth audience reports, the Paramount VistaVision version of the Tennessee Williams stage play, which starts its second week today, looms as one of the highest grossing pictures of the current year, according to Paramount's estimates.

Fire Law

(*Continued from page* 1)

into theatres during the holiday season.

"The violations which were found yesterday were potentially, but not imminently dangerous," the Fire Commissioner said. "We expect to have all of the film and legitimate theatres, 56 in all, in the midtown area, from 42nd to 72nd Street and from river to river, inspected by late tomorrow evening (Tuesday)."

The Commissioner said that a team of 12 inspectors were in the mid-town area, with the remainder inspecting theatres in other parts of New York City.

No Summonses Yesterday

It was said that among the violations found were corroded sprinker heads, combustible materials in storage spaces and a flamable sound shield in one Times Square theatre. No summonses were issued yesterday, the Commissioner said, adding that they will be issued later on if the violations are not corrected within 24 hours. Violators will face penalties of fines up to $500, imprisonment up to six months, or both.

Lewis Leaves Times

Bernard Lewis has resigned as advertising, publicity and exploitation director of Times Film Corp. The resignation will take effect at the end of this year.

One of the great pictures of the past 20 years

THE CONQUEROR

Coming in early 1956

from RKO

RKO RADIO PICTURES

PEOPLE

Charles E. Kurtzman, Northeast division manager of Loew's Theatres, Inc. has been named general advisor for the amusement, hotel and restaurant division of the 1956 Boston Heart Fund and has appointed **Hatton F. Taylor,** RKO Radio branch manager, as chairman for the motion picture industry. At the same time, Kurtzman has announced that **Benn Rosenwald,** M-G-M branch manager, has accepted the chairmanship of the 1956 March of Dimes campaign for the industry.

□

Jack Grayson has been named manager of the Melbourne Outdoor Drive-In, Melbourne, Fla., in addition to managing the Brevard-Drive-In there. **Ralph Leffing** will be his assistant. **M. C. Talley,** former manager of the Melbourne Drive-In now manager of the Wales Drive-In there.

□

James Dolan, formerly of Loew's-Poli in Waterbury, Conn., is now assistant to **Maurice Rosenthal,** manager of New Haven's Loew-Poli Palace. Dolan is filling the shoes of Don Young, who has resigned.

□

Lester Pershall, Jr., former manager of the Tarpon Theatre, Tarpon Springs, Fla., is now at the Midway-Drive-In, same town.

Cyclotrana

(*Continued from page* 1)

corporation, who flew in from New York and Canada, to witness a screening of test footage at the Screen Directors Guild Building. The Cyclotrana system photographs and projects a 160-degree picture.

The process, two years in development, utilizes a standard 35mm. film in a specially constructed camera which travels the film horizontally, with 10 holes to the movement, and employs a specially designed projector which travels the film vertically past a lens that turns the image from vertical to horizontal, optically.

The inventor, Caldwell, whose professional background includes work in the optical departments of National Broadcasting Co., used both black-and-white and color footage for today's demonstration, projecting a picture at a three-to-one aspect ratio.

The Multi-Dimension System can be extended beyond 160 degrees, according to Caldwell, who points out, however, that a greater extension would be without theatrical benefit.

The long-range plans, now being finalized by the board of directors, contemplates the supplying of the process to producers on a royalty basis.

Underwriters of the system are Gerhard & Otis.

No Code Change Now

(*Continued from page* 1)

Spokane to spend the holiday season.

Under persistent questioning by reporters, Johnston outlined established procedure by which any producer who believes the code should be amended can advance his proposal through PCA channels and thus bring it to the consideration of the MPAA board, and then went on to say, "there are no such proposals before the board now and I do not know of any coming up."

In the course of questioning, Johnston explained to interrogators that by his term "foreseeable future" he meant much longer than "a few months or a year." He explained, in outlining the code background, that there never has been any changes made in the basic document, but only in the "permissive practices" section.

Johnston described the code as a "living document" and said he believed it is indispensable to "this self-respecting industry" as a guide for itself and as a protection against irresponsible censorship which, without it, could be expected from many quarters. He said, in his personal opinion, "I have always felt that the motion picture screen should show any subject at all in good taste" and that "I am against one person setting himself up as knowing more than everybody else," but added that "the present situation is very clear."

Through the hour-long press meeting the MPAA head declined to discuss Otto Preminger or "The Man with the Golden Arm" specifically. On other topics he said:

Domestic grosses are down, and foreign grosses are slightly up, but not enough to offset the domestic decline. Reminding that foreign revenue in 1954 accounted for 45 per cent of the industry income, Johnston said it would account for 50 per cent or more in 1955. He said foreign revenue amounted to $210,000,000 last year, and would be up two to five millions above that figure this year.

Discusses Toll-TV

Regarding pay-television, Johnston said the topic has never been put up to the MPAA or the AMPP for discussion and opinion, and added his personal expectation that the Federal Communications Commission may "fail to make a decision, in which case the matter probably will go to Congress." He refrained from forecasting Congressional attitude.

Stating his long-view of the industry's future, Johnston said he believed "we will never do 1946-1947-1948 business again," but expenditures will come into a proportion with box office potential and "we will settle down to be a good business." He added, citing drive-in activity among the reasons, "we will become more and more a summer business."

Foreign Production

(*Continued from page* 1)

Scope production of "Alexander, the Great," for over two-and-a-half years, and that United Artists had financed 100 per cent and will release the film Easter week.

Mort Nathanson, UA publicity chief, disclosed that the UA sales executives expected Rossen's production to gross $20,000,000 worldwide eventually. He said that the advertising and publicity budget for "Alexander" will be in excess of $1,000,000.

Rossen said that it was his understanding that UA would have a few pre-release engagements of his film. He stated that as of now, the picture will have its New York opening at the Capitol Theatre.

Enthusiastic Regarding Spain

In discussing the Spanish film industry, the independent producer said that film making is ideal in Spain because of that country's natural resources and scenery, but limited due to the few technical facilities available.

Rossen, when discussing the production of "Alexander, the Great," stated that the budget for the picture was "around $4,000,000. If the film had been made in Hollywood, it would have cost about $7,000,000." The producer said that his CinemaScope film stays "close to history in telling the story of Alexander. We used spectacle only when needed."

Rossen said that his Spanish coproducer, C. B. Films, will have the Spanish distribution rights. He said that he would return to England after New Year's to finish cutting, editing and dubbing the picture.

Distributors Upheld

(*Continued from page* 1)

pealed following a trial in January, 1953. The second hearing started on Dec. 8.

The plaintiff, I. B. Adelman, sought an earlier run for his Delman Theatre, alleging a conspiracy among the defendant distributors and the Interstate circuit to prevent him from obtaining an earlier availability. The defendants contended that Interstate's Village Theatre should get the first suburban run. The Delman was given 52 days after first-run and one week after the Village.

Three Dropped from Case

Prior to the appeal, RKO, Loew's and Interstate were dropped from the case.

Roy W. McDonald, of the New York law firm of Donovan, Leisure, Newton & Irvine, chief defense counsel, told the jury that because of a limited number of prints, it was impossible for distributors to book a picture to every theatre that wanted it at the time. Also present at the appeal trial were Sidney Howell of the same law firm and Carlisle Blalock, Dallas attorney.

Defendants were Warner Bros., 20th-Fox, Columbia, United Artists, Paramount and Universal.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

OLD models of air-conditione now installed in theatres can b "traded-in" for new equipment in special arrangement announced b the Airtemp Division of the Chrysl Corporation, Dayton, Ohio. The off is the first of its type for that indu try, according to Sydney Anderso Jr., commercial and industrial ai conditioning sales manager for Ai temp. To promote its trade-in pr gram the company has prepare engineering survey forms, whicl when completed by competent pe sonnel, are designed to show bus nessmen the condition of their preser equipment, including its capacity, an the advantages to be derived in pu chasing a new one.

•

Cole Products Corporation, Chi cago, will manufacture its "Cole-Spa automatic cup vending machines i Western Germany. The arrangemen is part of a drive to penetrate th foreign market now underway by th firm. The new Cole affiliate i Schwelm Eisenwerk Muller and Com pany in Schwelm, Germany. Presen plans call for delivery by February 1956, of the machines to be know as "Cole-Spa-Schwelm."

•

Howard K. Keatley, territory sale manager for a number of years i Los Angeles for James Lees and Son Company, Bridgeport, Pa., manufac turers of carpeting, has been ap pointed to head the firm's new Middl Eastern territory. The new division includes Pennsylvania, Delaware, Maryland, Virginia and the District o Columbia.

•

"Boltaflex Nylo-Saran" is the name of a new upholstery fabric now being marketed by the Virginia Fibre Corporation, High Point, N. C. It is made of a combination of nylon and saran with Reynolds aluminum yarn added to some patterns. The tough fabric is washable and virtually stain-resistant, according to the manufacturer's claim.

•

A new automatic coin changer called "Coin-Master" is announced by Metal Products Engineering Company, Inc., Los Angeles. It has only 19 plastic keys, two of which will deliver any change combination automatically — even split change — it is stated by the firm. The unit is made of aluminum and has four rubber feet. It is available with either roll-out or tilt cup hand delivery.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 118 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 21, 1955 TEN CENTS

Company Record

Foreign Billing Tops Million in Week for U.A.

Picker Cites Worldwide Demand for U.S. Films

By LESTER DINOFF

United Artists' foreign billings, for the first time in company history, exceeded the $1,000,000 mark during one week, according to Arnold M. Picker, UA vice-president in charge of foreign distribution, who recently returned from a four-week tour of Europe.

Arnold Picker

Picker disclosed here yesterday that the company's billings during the last week of the fiscal year which ended last Nov. 26 "had ex-

(*Continued on page* 5)

Launch Brotherhood Campaign for 1956

The 1956 Brotherhood campaign was launched here yesterday at a luncheon in the Hotel Waldorf Astoria at which William Heineman, vice-president of United Artists, and Spyros S. Skouras, president of Skou-

(*Continued on page* 4)

Mexico May Require Native-Made Prints

Special to THE DAILY

MEXICO CITY, Dec. 20.—The Mexican government has been urged to establish quickly customs tariffs which would be so high, but with a strict sense of reciprocity, to compel foreign producers to make their prints in this country for exhibition here. The proposal was made by Congressman Rodolfo Landa, secretary-general of the National Actors Association.

Spanish Film Pact Talks Postponed

A wide area of disagreement has caused a postponement in the negotiations between the Motion Picture Export Association and the Spanish government for a mutual film agreement, it was learned here yesterday.

MPEA vice-president Griffith Johnson and Marc Spiegal, Continental manager, both taking part in the film pact negotiations with Spain, have returned to Paris from Madrid.

Decision Reserved

Hearings End On Loew's Drive-in Bid

By MURRAY HOROWITZ

Decision was reserved here yesterday on Loew's Theatres' application to construct a drive-in, in Raritan, N. J., made before Judge Sidney Sugarman in Federal District Court.

Judge Sugarman reserved decision following a day-and-a-half of argument and testimony, which wound up at noon yesterday with Wilbur Snaper, independent New Jersey theatre operator, appearing as the final witness.

Judge Sugarman, at the same time, denied a second motion by Snaper's attorney, Monroe Stein, seeking the status of an intervenor for his client. As an intervenor, there would be

(*Continued on page* 8)

Exhibitor Convicted On 210 Counts of Evading Ticket Tax

Jeanne Ansell, operator of 10 motion picture theatres featuring Spanish language pictures in New York City, was convicted by a jury in Federal district court here on 210 counts of attempting to evade payment of theatre admission taxes.

Convicted with her was Irving A. Rosenblum, 54, on the same number of counts. Rosenblum was described as accountant and business advisor to the 35-year-old woman exhibitor.

Investigation by special agents led

(*Continued on page* 4)

Testimonial Tonight For Retiring Dureau

Special to THE DAILY

NEW ORLEANS, Dec. 20.—Gaston J. Dureau, Jr., president of Paramount Gulf Theatres, Inc., who will retire on Jan. 1 after 43 years in the motion picture industry, will be honored at a testimonial dinner tomorrow at the Roosevelt Hotel in New Orleans. Dureau will continue with the organization in an advisory and consultative capacity.

Gaston Dureau

The start of his career in the theatre business was

(*Continued on page* 5)

Asks Injunction

PCA's Ban on 'Dope' Films Is Challenged

Ellis Films Says It Can't Sell Pictures Sans Seal

Charging that the provisions of the Production Code, particularly that which bars the subject of drug addiction, are in violation of the Sherman and Clayton anti-trust laws, Ellis Films, Inc., yesterday filed suit in New York Federal District Court against the Motion Picture Association of America and its member companies.

The action, filed by Emil K. Ellis, attorney for the plaintiff, was described by the latter as "not an assault upon the right of the motion picture industry to regulate itself"

(*Continued on page* 5)

Alger Wins Delay on Metropolitan Stock

The Department of Justice has agreed to a postponement until Feb. 21 for the filing of a plan for the divestiture of Metropolitan Playhouses, Inc. stock owned by RKO Theatres, it was learned here yesterday.

The previous deadline for the filing of a plan by the trustee of the stock, George Alger, was today. It was stated, however, that the deadline of March 20 for the effecting of actual divestiture still remains.

License Permit Talks To Resume in Jan.

Further discussions among the Motion Picture Export Association's 10-man committee set up to provide formulae for the division of license permits will be held in January.

At a meeting held late last week, the committee considered the four proposed formulae presented. It was agreed that the committee representatives would further study the formulae and come back to the next meeting with suggestions and recommendations.

REVIEW:

Helen of Troy

Warner Brothers—CinemaScope

An eye-filling spectacle, laden with action-filled highlights that should please audiences far and wide is "Helen of Troy," which has most of the spectacular attributes of previous box-office blockbusters.

Done in WarnerColor on what appears on the screen as an unstinted budget, this CinemaScope picture offers an adventure in a magnitude reached by relatively few pictures. Exploited the way it should be, the chances for sturdy grosses appear excellent.

Showmen pleading for new faces have an ample opportunity to display fresh talent with "Helen of Troy," for few of the large cast are

(*Continued on page* 5)

PERSONAL MENTION

PERRY W. LIEBER, RKO Radio advertising-publicity director, will leave New York today for Hollywood.

•

Maurice Silverman, who handles film litigation for the Justice Department in Washington, started a vacation until the end of the year following the end of hearings here on Loew's Theatres' court application.

•

Seymour Poe, I.F.E. Releasing Corp., executive vice-president, will return to New York today from Europe.

•

Foster M. Blake, Universal Pictures Western sales manager, will return to New York today from Chicago.

•

Harry Allinsmith, Westrex Corp. vice-president, has returned to New York from Europe.

•

Jerry Colonna will return to New York from England today via B.O.A.C. Monarch.

•

Jack Palance is the father of a son born here to Mrs. Palance at the New York Hospital.

•

Aubrey Schenck has arrived in New York from the Coast.

B. J. Hynes Killed By Hit-Run Driver

HOLLYWOOD, Dec. 20.—The body of Bernard J. Hynes, 51, publicist and former theatre manager, who was struck and killed by a hit-run motorist last night, will be taken by his brother, Frank, to St. Louis for burial. Hynes was manager of the Fox Theatre, Denver, for 10 years before coming to Hollywood three years ago as publicist for the late Leonard Goldstein. For the past two years he occupied a publicity and public-relations post for Bel-Air Productions.

Hynes' father, two sons, one daughter, also survive.

'The Prisoner' Honored

"The Prisoner," British film released here by Columbia Pictures, was named the best foreign picture of the year by the Committe on Exceptional Films of the National Board of Review of Motion Pictures.

Runners up to "The Prisoner" were "The Great Adventure," "The Divided Heart," "Diabolique" and "The End of the Affair."

Hollywood Contributed $13,120,000 to Mexico

Special to THE DAILY

MEXICO CITY, Dec. 20.—Hollywood contributed at least $13,120,000 to Mexico this year by making 13 feature-length pictures and four short subjects. Walt Disney had several of his short subjects dubbed into Spanish here. The shorts produced here were for television showing in the United States.

Jos. Burstyn Award To 'Umberto D'

The Independent Motion Picture Distributors Association of America announces that the Italian film, "Umberto D," has been chosen to receive the annual Joseph Burstyn Award as the best foreign-language film of the year. Second choice was "Wages of Fear," and a good third was "Sheep With Five Legs," both French-language films.

The award will be presented by a prominent motion picture critic at a luncheon of the association on a date to be announced shortly.

"Umberto D," a Rizzoli-De Sica-Amato production is being presented in this country by Edward Harrison.

Protest Olympic Games 'Exclusive'

From THE DAILY Bureau

LONDON, Dec. 20.—A considerable storm has broken out here over the reported attempt of Associated-Rediffusion to secure the exclusive film and television rights to the 1956 Olympic Games in Melbourne.

The company is stated to have paid several thousand pounds for an option on the rights.

Energetic protests have been made to the main Olympic Committee by British and American newsreels. The British Broadcasting Corp. is understood to have lined up with the newsreels in their protest.

125 Attend AMPA Yuletide Party

Over 125 industry figures were in attendance yesterday when the Associated Motion Picture Advertisers staged its 39th annual Christmas luncheon and party at the Hotel Piccadilly here.

Neil Hamilton, screen, stage and television actor, was master of ceremonies and distributed the door prizes. Seated on the dais with Hamilton were president Dave Bader, Martin Starr, Leon Bamberger, Harry McWilliam, Hans Barnstyn, Al Feinman, Jack Trop, Rutgers Neilson and Ed McNamee.

Special 'Scope 55 Reel on 2 Pictures

Sequences from the first two CinemaScope 55 productions—Rodgers & Hammerstein's "Carousel" and "The King And I"—will be included in a special reel being prepared by 20th Century-Fox for demonstrations in more than 100 principal domestic cities to commence around Jan. 23, it was announced yesterday.

Zanuck Is Narrator

Narrated by Darryl F. Zanuck, studio production head, the subject introducing CinemaScope 55 and its advances in film production and exhibition will be shown to more than 200,000 exhibitors, press representatives and other opinion makers during a period of between four to six weeks as the first segment of a worldwide program launching the process.

The reel, running time of which will be close to one hour, will differ from the one shown recently in New York, Los Angeles, Chicago, and South Dakota in that highlight footage from "The King And I"—currently before the CinemaScope 55 cameras in Hollywood—will be presented for the first time. The filmization of the stage musical will bow in the fall of 1956.

Sequences Carefully Chosen

Sequences from the two forthcoming releases, considered among the most important attractions presented by 20th Century-Fox, have been selected to illustrate the advances in screen clarity, depth of focus, elimination of distortion and greater audience participation achieved in CinemaScope 55.

Ignore Restraint on U.K. Circuit Growth

From THE DAILY Bureau

LONDON, Dec. 20.—The arrangement made some years ago between the Board of Trade and the major circuits which virtually forbade expansion of the latter's theatre holdings has clearly become a dead letter.

Harold Wilson, the Labourite M.P. who was president of the Board of Trade when the arrangement was made, raised the matter in the House of Commons.

Peter Thorneycroft, the present president, told the House that since February 15 in the case of the Rank circuit 25 additional theatres have been licensed and one closed. Associated British Cinema has added five to its circuit and closed three.

In reply to a further question by Wilson, the president refused to publish "correspondence and notes of meetings between his department and the principel circuits which led up to his decision to allow the circuits to add to the number of cinemas they controlled."

Fire Inspectors Find Two More Violations In Midtown Houses

Inspectors from the Fire Prevention Department of the New Yor City Fire Department have foun violations in only two of 20 mid-tow theatres and two Queens theatr which were visited yesterday, it w announced by Commissioner Edwar F. Cavanagh, Jr.

In a prepared statement, Commissioner Cavanagh said that "the second day of the film theatres inspection has been gratifying in that violations have been uncovered in onl two of 20 theatres visited yesterda in the mid-town area against the violation found in 17 out of 39 theatre visited on Monday."

Charges 'Grapevine' Active

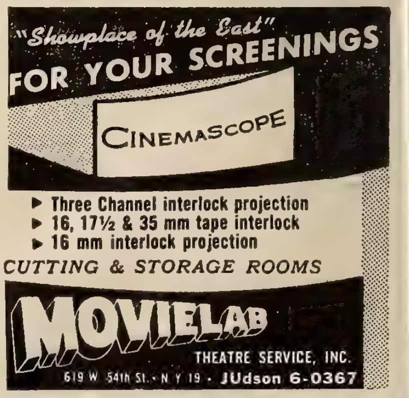
The fire head continued: "Important significance is the fact that evidence in nearly every theatre has been found that our visits were anticipated and it was obvious that the grapevine had been working. For rubbish had been freshly removed and potential violations rectified. We have reports from other boroughs showing similar conditions."

Commissioner Cavanagh said that in the near future unannounced spot checks will be made and "we will have no patience with those whose sense of responsibility is alerted only when they expect our call."

It was revealed that the two midtown New York theatres which were found to have violations were the Embassy News, on Broadway, and the Bijou, on West 45th St. In Queens, the Hollis Theatre, on Jamaica Ave., was found to have five separate violations, while the Island Theatres on Hillside Ave., also had violations uncovered.

Lens Price Corrected

Walter Futter, president of Vidoscope Corp., announced that due to an "unfortunate error," the price of the Vidoscope 35mm. anamorphic lenses to theatres is $395 per pair. The price listed in a recent advertisement was incorrect.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Biggest first week of any Christmas attraction in history of Radio City Music Hall, N. Y.

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Thanks for "TENDER TRAP"!

It continues to be the industry leader in its extended and subsequent runs. Word-of-mouth gold-mine!

Thanks for "DIANE"!

A great spectacular production with a "Battle of the Sexes" story that's every showman's red meat!

Thanks for "I'LL CRY TOMORROW"!

Public interest terrific in Friday's Twin-World Premieres in Los Angeles and Chicago. Next attraction Music Hall, N. Y. Look Magazine, Redbook and Cosmopolitan start the parade of honors. It is one of this industry's All-Time Greats!

Thanks for EVERYTHING!

That includes coming BIG ONES like "FOREVER DARLING" and "THE LAST HUNT," "MEET ME IN LAS VEGAS" and "FORBIDDEN PLANET," "TRIBUTE TO A BAD MAN" and "GABY." And Many More!

MERRY CHRISTMAS TO
EVERY READER OF THIS
MAGAZINE FROM LEO!

Tax Evasion

(Continued from page 1)

to the charge that they defrauded to the amount of $372,000 which had been collected at the box-office. Miss Ansell was said to have entered motion picture exhibition of Spanish language films in 1944.

Sentencing was set for Jan. 10. Both defendants are liable under the law to a maximum of five years in jail on each count and a $10,000 fine on each count.

Some of the corporations operated by the defendant were listed as H. J. K. Theatre Corp., X. K. Theatre Corp., and T. N. J. Theatre Corp.

Boston Premiere For 'Lease of Life'

"Lease of Life," the Eastman color drama starring Robert Donat, will make its U. S. debut at the Exeter Theatre in Boston with its first pre-release engagement on Christmas Day, it was announced by Manny Reiner, general sales manager of I.F.E. Releasing Corp.

Directed by Charles Frend, "Lease of Life" was produced by Sir Michael Balcon for the J. Arthur Rank organization and will be released nationally by I.F.E. in January.

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

TED COTT, Ted Bergmann, Bill Adler and their associates rate a low bow for a most unusual WABDandy Christmas gift to New Yorkers. With the splendid cooperation of Pentagon brass, several hundred GI's stationed in Alaska, Europe, Japan and Hawaii have recorded personal messages to the home folks, which comprise a half-hour film produced by INS that will be flown to New York and will be featured on Christmas Day during a two-hour special program (4:30-6:30 P.M.). . . . Harold Johnson, well known and popular Toledo businessman, has formed a new TV and motion picture organization, Cinemasound M. P. Productions. . . . CBStarting Jan. 5, Hazel Bishop will sponsor on alternate Thursdays the 10:00-10:15 A.M. seg of "The Garry Moore Show."

☆ ☆ ☆

Herb Sheldon

Herb Sheldon's TV NBCharacters, Egbert the Bookworm, Miss Tee Vee Phan, Archibald Pate, Ummly the Steamshovel, and Chirpy the Bird, will be seen on Pilgrim Sportswear by virtue of a new contract. (Well done, Sheldon) . . . "Super ABCircus," which moves to New York from Chicago starting with Sunday's show, is the oldest three-ring TVehicle in the land, bowing in on Oct. 2, 1948. Jerry Colonna is ringmaster, ably assisted by Jerry Bergen, Sandra Wirth (Miss Florida of 1955) and the Baron Tin Clowns. . . . Draper Lewis, scripter of the "Woolworth Hour" and writer-producer of Bill NBCullen's "Pulse," has been signed to write a screen play, "Angel with a Cauliflower Ear," for Audrox Productions, new production firm formed by Jack Beekman and Rocky Graziano.

☆ ☆ ☆

Ed Wolf

The Ed Wolf Package "Penny to a Million," last seen on ABC-TV, will return to the air channels next month with emcee Bill Goodwin again commuting each week from L. A. to N. Y. . . . After several years on the Fred Waring staff, where he wrote hundreds of special lyrics for Fred's "G.E." programs, ace songsmith Buddy Bernier has joined Ralph Cummings Productions, producers of TV commercials and jingles. . . . Fluff Blome, who was associated with live TV shows including Faye Emerson and Eva Gabor, and more recently was promotion coordinator at Television Programs of America, has been named studio director and production assistant of Easten Films, Inc. by prexy Raphael Elan. . . . Bill Haley's Comets head for the Columbia Pictures lot in Hollywood Jan. 2 for a featured role in the forthcoming feature "Rock Around the Clock."

☆ ☆ ☆

The icy breath of Jack Frost on one's cheeks, the merry tinkle of jingle bells and the heart-warming, soul-stirring Yuletide hymns, not only portend the imminence of Christmas but likewise the usual "end of the year polls." The seventh annual Television Poll conducted by TELEVISION TODAY for FAME magazine is just about tallied and will be published Monday, January 9. However, because there isn't a provision in the questionnaire (ballot) for "Best Host" we'll just cast our vote for George Foerstner, exec veep of Amana Refrigerators, the sponsor of Phil Silvers "You'll Never Get Rich" TV CBSeries. At the press party last week at Toots Shor's, George was so elated that ye fourth estaters were having a ball, he suggested to Phil and Nat Hiken, "Let's have a party like this every two weeks." "It's your money," replied Silvers, "but I think once a year would be fine."

☆ ☆ ☆

Bradford Dillman, seen in featured roles in "Studio One," "Kraft Theatre," "Producers Showcase" and, on Broadway, in "Inherit the Wind," has been signed to portray the role of "Kip" in the David Clive Broadway production, "Third Person," which opens Thursday, Dec. 29, at the President Theatre. . . . And to all of you nice people who sent this department Yuletide greetings, let us say "Thanks and the healthiest, happiest, merriest of holidays to you."

Brotherhood

(Continued from page 1)

ras Theatres Corp., were officially installed as co-chairmen of the drive.

The meeting was presided over b J. Robert Rubin, permanent motio picture division chairman, who le off the contributions to the campaig by presenting a check for $2,00 Gerald Shea of the Shea Enterprise gave a check for $1,000.

Heineman praised Sol Schwartz president of RKO Theatres, the 195 drive chairman, for his leadership i the last drive and indicated he woul be a challenge to follow. Heinema said that he and Skouras would g to the Coast after the holidays an that they would make personal solicitations at the studios.

Other speakers were Sam Rinzler Schwartz and Skouras.

Attending the luncheon were: Jonas Arnold, Ulrich Bell, Leo Brecher, Robert Coyne, Russell V. Downing, John Eckstein, Harry Goldberg, Gilbert Golden, Monroe Goodman, William J. Heineman, Arthur Israel, B. G. Kranze, Hank Linet, Harry Mandel, Robert Mochrie, Sidney Newman, Mort Nathanson, John O'Connor, Charles Okun, Harold Rinzler, Samuel Rinzler, J. Robert Rubin, Adolf Schimel, Sol A. Schwartz, Silas F. Seadler, Mike Simons, Gerald Shea, Spyros S. Skouras, Jr., Pincus Sober, Solomon Strausberg, Alfred H. Tamarin, Richard Walsh, Chester Bahn, Martin Quigley, Jr., James Jerauld, Mrs. Chick Lewis, Al Steen, Floyd Stone, Morton Sunshine and Charles Alicoate.

B'way Parade Marks 'Indian' Bow Today

A frontier-style parade designed to carry the color and excitement of the Old West will highlight the premiere of United Artists' "The Indian Fighter" at the Mayfair Theatre here today.

The parade will be telecast across the nation over Dave Garroway's "Today" television show on NBC-TV.

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PCA's Ban

(*Continued from page* 1)

ut rather a questioning of "whether r not the Motion Picture Asociation nd its principal members can effecively close the market for exhibition f a picture which deals with the subect of drugs or the drug traffic."

"It is our position," Ellis's statenent continued, "that the provision of he Code banning any treatment of hese subjects is anachronistic and langerous."

One of a Trilogy

Ellis Films, the plaintiff, owns a notion picture titled "Three Forbidlen Stories," one of the episodes of which deals with drug addiction. The omplaint alleges that exhibitors refused to book the picture because it ad no Production Code seal and when the picture was submitted to he Production Code Administration, a seal was refused because of the Code provision which states: "The illegal drug traffic and drug addiction must never be presented."

The Ellis Films' complaint also charges that MPAA and its members "by various means, including express or implied economic coercion against theatre owners whose combined patronage exceeds 70 per cent of audiences in the U. S., have agreed and acted in concert with MPA and defendant members in refusing to exhibit any motion picture not approved by defendant MPA."

Sees Market 'Virtually Closed'

The complaint also alleges that "because of the acts of the defendants" the market for plaintiff's film "has been virtually closed," depriving the plaintiff of revenues and causing him $50,000 in damages. It asks that the Code provision banning film treatment of the subject of drugs and addiction be declared in violation of the anti-trust laws and that defendants be enjoined from enforcing the anti-drug provision and from "coercing" exhibitors in the matter of licensing for public exhibition.

"Three Forbidden Stories."

The action also asks $150,000 treble damages.

An MPAA spokesman yesterday said the association had not yet seen a copy of the complaint and was withholding comment on the Ellis action. It was pointed out, however, that the Code provides no penalty for exhibition by any theatre of a film without a Code seal; that pictures without the seal have been distributed with commercial success, and that since theatre divorcement, MPAA members exercise no influence on national or local theatre operations.

Appleseed to N.Y. House

When Walt Disney's "The Littlest Outlaw" opens here Monday at the Trans-Lux 52nd Street Theatre, it will be accompanied by "Johnny Appleseed," a 19-minute musical cartoon featuring the talents of Dennis Day in the title role of the pioneer character of America's wagon-train days.

Helen of Troy

(CONTINUED FROM PAGE 1)

well-known. On the whole, they perform competently, some more outstanding that others.

The story, based on the Greek-Trojan War classic, encompasses innumerable episodes which are part of the legends of the Western world: the siege and firing of Troy, the Trojan horse, the slaying of Achilles, the face that launched a thousand ships, the abduction of Helen by Paris, the bacchanals of the Trojans and Greeks. These episodes have been assembled on the screen with skill and acumen and special credit should go to production managers Mairizo Lodi-Fe and Giuseppe De Blasio, who filmed the production in Rome at Cinecitta Studios.

A newcomer, attractive Rossana Podesta, portrays Helen, giving a creditable performance, while Jack Sernas, as Paris, also is competent. Harry Andrews as Hector and Niall MacGinnis as Menelaus are outstanding, but Janette Scott as Cassandra appears rather weak in the role. Reliable Sir Cedric Hardwicke does well as Priam. Others in the cast include Stanley Baker as Achilles, Nora Swinburne as Hecuba, Robert Douglas as Agamemnon and Torin Thatcher as Ulysses.

Robert Wise directed ably, getting the most out of the sets, scenes and action. The screenplay by John Twist and Hugh Gray, adapted by Gray and N. Richard Nash, is a workable vehicle for all that is seen, although some of the dialogue appears stilted and at times overlong.

Running time, 118 minutes. General classification. For release Feb. 11.

MURRAY HOROWITZ

Testimonial Tonight

(*Continued from page* 1)

in 1912 with Fichtenberg Theatre Enterprises as secretary to the late William H. Gueringer. Five years later, when Fichtenberg disposed of his theatre interests to Saenger Amusement Co., he joined that organization, remaining with it and its successor companies, Paramount-Richards Theatres, Inc., and the present Paramount Gulf Theatres as head of the buying and booking department for 35 years. In 1952 he was appointed president of the group.

E. V. Richards, Jr. will be honorary chairman of the event.

Honor Man, Film at 'Mitchell' Tonight

Sponsored by the Aviators' Post, No. 743, American Legion, Warner Brothers' "The Court-Martial of Billy Mitchell" will be given a special New York invitational premiere tonight at the Criterion Theatre. The event will be reported on the nationwide radio facilities of the American Broadcasting Co., over the Mutual Broadcasting System through its "Luncheon at Sardi's, and by television coverage as a feature of the Du Mont network's News and Special Events program.

Gary Cooper, star of the film, is expected to attend, together with Ralph Bellamy, who co-stars in the picture. Guests will include leaders in the civic and military life of the city and nation.

Following the premiere a cocktail party will be given by Ed Wynn at his Harwyn Club. Members of the sponsoring committee are Maj. Gen. Roger J. Browne, Commander, First Air Force; Brig. Gen. Paul S. Zuckerman and Gill Robb Wilson, president of the Air Force Association.

UA Billings Abroad

(*Continued from page* 1)

ceeded the million dollar mark for the first time in UA's history."

Picker, in describing the UA foreign business rise during the past year, said that his company's progress will advance even further during the coming year. "For the coming 12-month period, we have set a goal of close to $30,000,000 for foreign gross billings," the UA executive stated.

"American motion pictures are accepted in every part of the world, and to my knowledge are receiving more world-wide attention than any other product of our country," Picker said. "In our films we boost the products of other industries also," the foreign film executive said, pointing out that a favored gift for children in foreign countries are U.S. cowboy outfits.

U.S. films, along with Coca-Cola and Singer Sewing Machine products, are the best known products from American industries which are known in "almost every corner of the world," Picker said, adding that "to my knowledge, our film industry is the only American industry which has its own representatives everywhere in the foreign field."

Commenting on his UA business trip through Europe, Picker said that he spent much of his time in Spain, aiding producer Stanley Kramer prepare for the production of "The Pride and The Passion."

Award to Douglas

CLEVELAND, Dec. 20. — Kirk Douglas was presented with the "Heart and Torch Award" from Dr. Irvine H. Page, president of the American Heart Association, in a ceremony here today.

TENT TALK

Variety Club News

PITTSBURGH. — Tent Number One, Variety Club, Pittsburgh, which has always maintained its headquarters in Hotel William Penn, has just renewed its lease with that hotel for the 29th year, and is now concentrating on a "face lifting" improvement program. The club will remain open during the improvements, and will hold its New Year's Eve party there.

△

DETROIT. — Inauguration of the "Fractured Friday" parties has met with an enthusiastic response. They are bringing in many tenters who have not been around in a while to admire the newly decorated quarters at The Hotel Tuller.

△

Variety Club of New York, Tent No. 35, will hold its installation of officers luncheon at Toots Shor's Restaurant on Jan. 9. William German, retiring chief barker, will be honored. Harold Klein, his successor, and 11 new canvasmen will be installed.

△

CLEVELAND. — Marshall Fine, newly elected chief barker of Cleveland Variety Club has set up committees as follows: House: Milton Grant, chairman; I. J. Schmertz, Irwin Shenker; Entertainment: Irwin Shenker, chairman; Milton Grant, Leonard Greenberger, Joey Lipow; Heart: Jack Silverthorne, chairman; Henry Greenberger, Tom McCleaster, Edwin R. Bergman; Membership: Dan Rosenthal, chairman; Jim Levitt, Jerry Lipow, Irwin Pollard; Ways and Means: I. J. Schmertz, chairman; Nat Barach, Abe Kramer, Dan Rosenthal; Tickets: Sol Godron, chairman; Jim Kalafat, Jerry Lipow, Al Sunshine; Publicity: Leonard Greenberger, chairman; Will Dougherty, Leo Greenfield, Jack Silverthorne; Welfare: Irwin Pollard, chairman; Edwin R. Bergman, Aaron Wayne.

Author Sues Col. Over 'Sister Eileen'

An infringement action against Columbia Pictures on the musical film version of "My Sister Eileen" was brought here yesterday in Federal District Court by Ruth McKenney, author of the original book.

Miss McKenney, also known as Ruth Bransten, charged that the musical version was copied from the book by the same title and the series of articles written in 1937-1938. The complaint went on to say that Columbia paid $225,000 for the film rights to the book on which it based its earlier non-musical film. The suit asked the court for an injunction barring Columbia from exhibiting its latest version, the musical "My Sister Eileen."

SOON THE WHOLE WIDE WOR

THE FABULOUS FILMING
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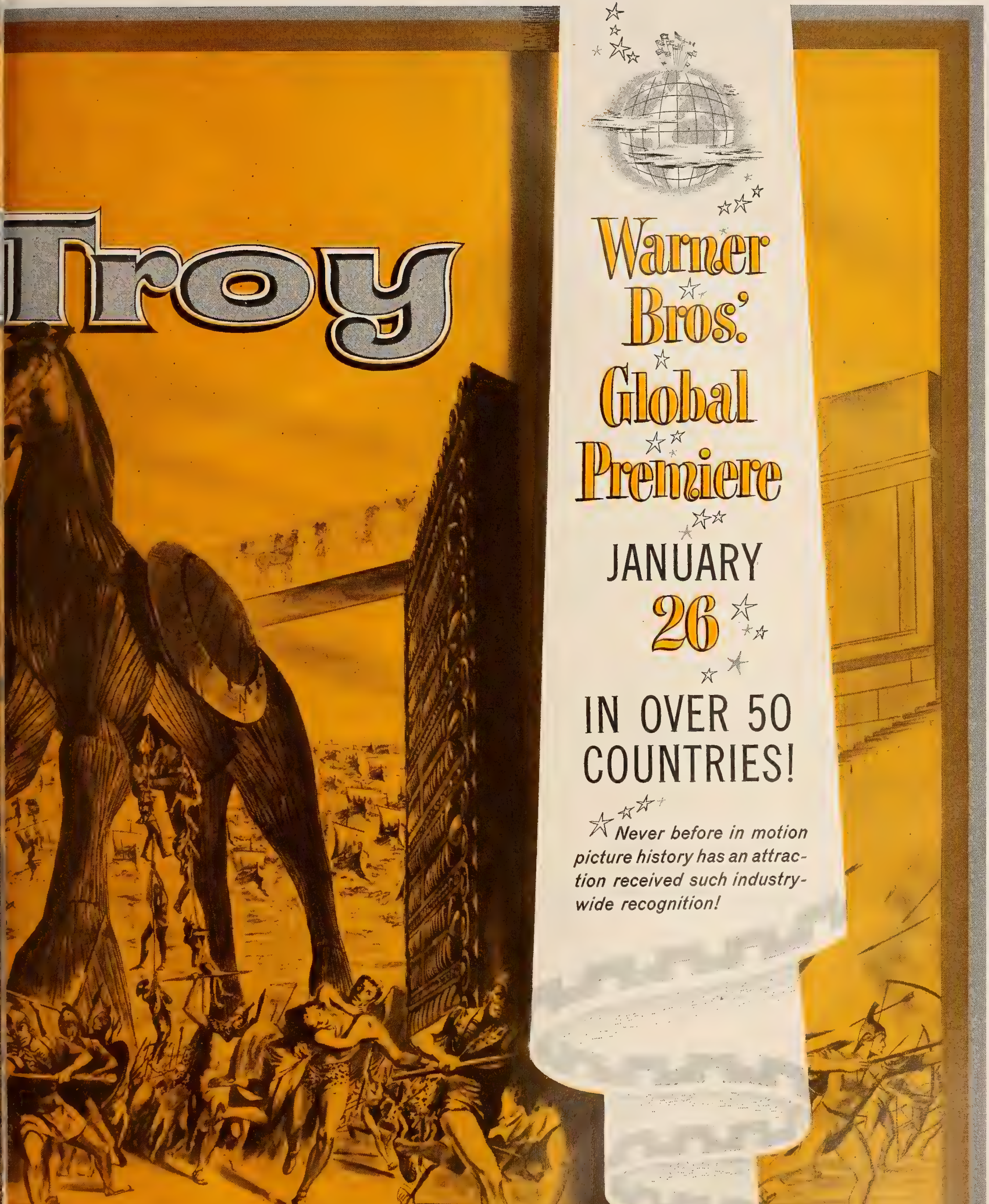

Warner Bros.' Global Premiere

JANUARY 26

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MUSIC BY MAX STEINER

120 Films Gross Over 30 Million Francs in 8 Keys

By HENRI KAHN

PARIS, Dec. 20.—Higher grosses for 428 new films shown in Paris and seven other key cities in France were revealed in a report made public here.

During the past year 120 films grossed over 30 million francs each, compared to 99 last year and 85 the year before. One French film grossed over 300 million francs this year, another made over 200 million; 11 over 100 million; nine over 75 million; 16 over 50 million; 13 over 40 million, and eight between 30 and 40 million. These include co-productions.

Report on 41 U.S. Films

Six American films earned between 100 and 200 million francs during the year; six between 75 and 100 million; 12 between 50 and 75 million; 13 between 40 and 50 million, and four between 30 and 40 million.

One Italian film exceeded 100 million francs gross; two were over 75 million; two over 50 million; one over 40 million, and two between 30 and 40 million. Britain had three in the 30 to 40 million class, and Germany two.

Increased admission prices, increased use of color film, high in popularity here, and new techniques are credited with the increased grosses. Of the big money films, 49 per cent were French; 48 per cent in color, and 18 per cent in new techniques.

Loew Drive-in Hearing Ends

(Continued from page 1)

broader legal rights accruing to Snaper, who was permitted, however, to enter the case as an *amicus curiae.*

Virtually, the entire morning session was devoted to the testimony of Snaper who contended that if the drive-in contemplated by Loew's Theatres won first-run, his nearby conventional Strand Theatre, in Keyport, and other theatres in the area would be adversely affected.

Snaper Cross-Examined

Cross-examination by Loew's Theatres' attorney Hazard Gillespie, Jr., and Justice Department attorney Maurice Silverman brought an acknowledgment from Snaper that runs and clearances are set by distribution and that distribution is under an injunction not to give unreasonable clearances.

Snaper, contended, however, that an independent drive-in or conventional theatre operator could not get the same run and clearance as Loew's Theatres.

Questioning by Judge Sugarman of the witness concerned competitive bidding for first-run status and related trade issues.

In addition to asking the court to deny the Loew's Theatres' petition, Snaper's attorney requested the court, if it should grant the petition, to prohibit the projected drive-in from being a first-run situation. Loew's Theatres' projected Raritan venture would be in partnership with Norman A. August, of New Rochelle, identified as a son-in-law of Nat Cohn, Columbia Pictures New York branch manager.

Reade Circuit Considered

The hearings, considered the most extensive held on an application by a divorced circuit for a new theatre, also were highlighted by an inquiry into the theatres operated in the area by the Walter Reade circuit. Snaper, on the stand, was asked repeated questions by the Loew's attorney and the Justice counsel on how Walter Reade theatres would be affected if the Raritan drive-in were granted first-run status. The absence of Reade in court was noted by the Loew's Theatres attorney, who said Reade operated a total of 13 theatres in the area, while eight others were operated by independents.

Restraint Denied

It was the contention of Loew's Theatres that their projected Raritan venture would aid rather than restrain competition. Justice Department attorney Silverman supported the Loew's Theatres application.

NOTICE, PLEASE!

The NEW list price of

VIDOSCOPE ANAMORPHICS 35MM

Same Lens—Immediate Delivery

IS

$395 PER PAIR

Walter Futter, President

VIDOSCOPE CORPORATION

730 Fifth Avenue New York City

'Seventeen' Starting School Film Service

Motion Picture companies are being offered an opportunity to send study film teaching kits containing synopses and art to school teachers through the new service which "Seventeen Magazine" will launch in January via its monthly school supplement, "Seventeen at School."

The magazine's school publication, which regularly presents lesson plans, will also feature films for classroom discussion and study, selected from the publication's regular Picture of the Month award, film reviews and entertainment features.

Designed to make motion pictures an accepted source material for schools, the study guides will present discussion points based on Hollywood films, with which teachers can stimulate class study and interest in the picture. They will be timed to appear in advance of the picture's release, so that teachers can alert students before the film is played locally.

Joyce to Makelim As Publicity Chief

HOLLYWOOD, Dec. 20.—Al Joyce, former vice-president of Mercury-International Pictures, has been appointed publicity and public relations head of Hal R. Makelim Productions.

National Pre-Selling

"CAROUSEL," the Rodgers a Hammerstein musical produc by 20th Century-Fox in CinemaSco 55, will have the benefit of a nation magazine campaign with an estimat circulation of more than 66 millio Full page color ads will appear in 2 national magazines.

The issues of these publicatio will be on the news stands startin with "Collier's" on Feb. 2 and "Lif on Feb. 9, and following throug with the following dates in Februar "Parade," 12th; "American Weekly 19th; "This Week," 19th; "Woman Home Companion," 16th; "Pictori Review," 19th; "Look," 21st; "Mc Call's," 21st; "Charm" and "Glam our," both on the 22nd; "Redbook, 28th; "Seventeen" and "Mademoi selle," both on the 29th.

In addition, black and whit spreads will appear in fan magazine during the entire month of February

•

"The Man With the Golden Arm is reviewed in the Dec. 19 issue o "Life." The review is illustrated b highly dramatic photos of Fran Sinatra and Kim Novak, stars of thi new U.A. picture.

The stage play, "A Hatful of Rain," is also reviewed in this issue of "Life," and mention is made of the fact tha 20th Century-Fox has bought the motion picture rights to "Hatful" for quarter of a million dollars.

•

"I'll Cry Tomorrow"—the story o Lillian Roth--is advertised on the table of contents page in "McCall's" December issue.

•

A striking ad on Columbia's "Picnic" will appear in the February issue of "Cosmopolitan."

•

"Three Stripes in the Sun" and "Magic Fire" are among the pictures recommended in the December issue of "Woman's Home Companion."

•

The second installment of Spencer Tracy's profile appeared in the Dec. 18 issue of "Parade." His latest picture, "The Mountain," is being readied for release.

•

"The Tender Trap," "The Tall Men" and "I'll Cry Tomorrow" receive laudatory reviews in the December issue of "Seventeen."

•

"The Rose Tattoo," reports "Look" in the Dec. 27 issue, "is a passionate story of life among Sicilian-Americans in Florida. It offers movie-goers something wholly fresh in theme, acting and treatment. Its many-sided excellence makes the movie one of the year's real treats and another strong candidate for the Academy Awards."

WALTER HAAS

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 119 NEW YORK, U.S.A., THURSDAY, DECEMBER 22, 1955 TEN CENTS

In Forecast

Daff Sees No Box-office Dip In U.S. in '56

Notes Economy Abroad Daily Growing Better

By MURRAY HOROWITZ

Box-office grosses in America in 1956 will be as good as they have ever been if the domestic market is supplied with other than inferior product, Alfred E. Daff, executive vice-president of Universal Pictures, declared here.

Alfred E. Daff

Daff took exception to comments made recently by Motion Picture Association of America president Eric Johnston, indicating Johnston's belief in a tapering off of domestic business.

Universal's executive vice-president

(*Continued on page* 10)

Report No Appeal in Adelman Dallas Suit

Special to THE DAILY

DALLAS, Dec. 21.—An appeal of the dismissal of the Delmar Theatre anti-trust suit against six distributors appears unlikely, according to reports here. A Federal District Court jury ruled in favor of the distributors in the action after a trial which ended

(*Continued on page* 10)

1,600 Invited Guests See 'Mitchell' Bow

A celebrity-studded audience of stars, socialites and top-ranking officers of the Army and Air Force attended the Criterion Theatre here last night for the "gala" invitational premiere of Warner Bros.' "The Court-Martial of Billy Mitchell."

Music by the First Air Force Band

(*Continued on page* 8)

Admission Taxes on All Amusements in 3rd Quarter Decline

From THE DAILY Bureau

WASHINGTON, Dec. 21.—General admission tax collections for the quarter ended Sept. 30 were $1,500,000 below those for the like 1954 quarter, the Internal Revenue Service reported.

The service said collections for the third quarter of this year amounted to $26,889,000 compared to $28,380,000 for the third quarter of last year. The figures are roughly comparable, though a change in reporting methods in June, 1954, gave exhibitors more leeway in reporting admission tax col-

(*Continued on page* 8)

May Postpone Small Business Hearings

From THE DAILY Bureau

WASHINGTON, Dec. 21.—The Senate Small Business Committee's new industry hearings will probably be postponed until some time early in February, according to committee sources.

The hearings, which will be held before a subcommittee headed by Sen. Humphrey (D., Minn.) were originally scheduled to start on Jan. 25. Humphrey's personal schedule will probably necessitate a brief postponement, it was reported.

The hearings have been called at the request of Allied States Association, to look into its complaints against distributors.

Mr. Johnston Meets the Press

By MARTIN QUIGLEY

ERIC JOHNSTON'S relish for press interviews, Washington, D. C. style, with off-the-cuff answers to a variety of questions, resulted this week in the publication across the nation—and perhaps around the world—of stories calculated to embarrass exhibitors and the industry at large in the effort to hold and build theatre attendance. "The New York Times" headlined the interview with, "Johnston Tells of Movie Slump."

When show business in particular, and in fact any business seeking the public's interest and support, sounds off with mournful mouthings of poor business it is doing nothing other than increasing whatever difficulties presently exist. The public has no time for a backslider. It wants the company of a winner. The attraction value of motion pictures, in a highly competitive struggle for the public's interest, can only be lessened by wails to the public about falling attendance.

MR. JOHNSTON'S REFERENCE to a box office recession was one of a number of utterances which seemed to fulfill little purpose other than providing an access to headlines. Certainly he contributed little clarity to a complex and difficult problem when he said that "good taste" should be the governing factor for "freedom on the screen." The phrase "good taste" in this reference is vague and indefinite, meaning one thing to one person and quite another thing to another person. "Good taste" provides no standard as to the acceptability of subject matter on the screen.

As a matter of fact if subject matter is essentially evil in character and influence the degree of "good taste"—its polish, artistry and natural allurement—lavished upon it only adds to its potential harmfulness to the public. Mr. Johnston's Association refused a certificate of approval to "The Moon Is Blue" yet it was a picture written and produced in very "good taste"—no coarse or vulgar words were spoken, no lascivious actions were depicted. The polite coloring of this subject, all in "good taste," contributed importantly to the judgment of many experienced and qualified persons that it was a potentially harmful subject for theatrical exhibition. Its polish, its "good taste," is what led

(*Continued on page* 6)

By Congress

Taxes, Trade Practices to Hold Spotlight

Social Security Status, Wage-Hour Also on List

By J. A. OTTEN

WASHINGTON, Dec. 21.—Action on taxes and motion picture trade practices will hold the limelight for the film industry in the session of Congress starting next month.

A Senate Small Business subcommittee headed by Sen. Humphrey (D., Minn.) has promised to hold hearings starting in February on complaints by Allied States Association against major film distributors. It's considered quite possible that the hearings will drag on for quite a while, with all branches of the industry and officials of government agencies getting a chance to testify.

Moreover, Allied has promised to push its bill for federal regulation of the film industry. This would require further hearings before some other Congressional committee—presumably either the House or Senate

(*Continued on page* 8)

Compo Moves Ahead On Two Vital Fronts

The Council of Motion Picture Organizations moved ahead here yesterday on two fronts.

COMPO's press relations committee set a meeting for Thursday to hear Leonard Goldenson, president of American Broadcasting - Paramount Theatres, on his proposal that a public relations program be devised to

(*Continued on page* 6)

Says Fire Law Defied In 28 N.Y. Theatres

More than 30 per cent of the 87 metropolitan New York City motion picture theatres inspected so far by representatives of the Fire Prevention Division of the Fire Department during the past three days were found to have violations, according to a departmental officer, who said that sev-

(*Continued on page* 6)

PERSONAL MENTION

WILLIAM F. RODGERS, sales executive and consultant to Allied Artists, will leave here early next week for Florida.

•

ILYA LOPERT, president of Lopert Film Distributing Corp., is scheduled to return to New York from London today via B.O.A.C. Monarch.

•

NORMAN WEITMAN, Universal Pictures manager in Albany, N. Y., is the father of a daughter born there to MRS. WEITMAN.

•

PAUL SAWYER, attorney for Republic Pictures, was married at the Hotel Olcott here this week to CELIA SHULMAN.

•

H. M. BESSEY, Altec Service Corp. executive vice-president, has returned to New York from Chicago.

•

DAVID BLUM, Loew's International publicity director, has left New York for a vacation in Mexico.

•

FRED HAAS, Fabian Theatres construction engineer, was in Albany, N. Y., from here.

•

HALSEY RAINES, of the M-G-M home office publicity department, is vacationing in Florida.

•

JAMES TOBIN, Stanley Warner district manager, was in Albany, N. Y., this week from Boston.

•

CECIL BEATON, set designer, has arrived in New York from London via B.O.A.C.

Lester Neely Dies

MARION, Ala., Dec. 21.—Lester M. Neely, Jr., general manager of the Neely Theatres Co., and vice-president of the Alabama Theatres Association, died suddenly yesterday at his home here. The Neely circuit operates eight theatres in and around Marion and a radio station. Neely and his wife have been active in the Alabama TOA unit and in the national organization.

Leaders on Telethon

An innovation will be introduced on the Arthritis Telethon to be held in January over WABD when the stars of show business will be augmented by the appearance of big name personalities from the worlds of finance, commerce, industry, labor and government, according to Sol A. Schwartz, general chairman of the telethon.

Suggestions Offered

Other Channels Open for Promotion During Detroit Newspaper Strike

Special to THE DAILY

DETROIT, Dec. 21.—Calls are being received in Detroit from New York asking what is to be done about exploiting first-run pictures in view of the continuing newspaper strike here. Without exception those companies conducting pre-Christmas campaigns are by-passing Detroit in the belief that money spent here is wasted.

Here is the objective situation which may help guide distributors in this area:

1) The strike is now in its third week. Without going into the reasons previously printed in MOTION PICTURE DAILY, there is no present indication the dispute will be settled quickly.

2) Again, without going into the many reasons, it could be as long as a week or two, after publication is resumed, before production could be such that newspapers could have more than a few pages.

In brief the immediate prospect seems normalcy cannot possibly be reached before Dec. 27, even should the strike be ended at once.

Promotional Efforts Difficult

Under these circumstances alert showmen are taking other measures, and there is no reason to suppose they will not be effective. While it is true in most cases that advertising costs will run lower than normal, it requires much more effort to swing a campaign using many smaller media instead of relying on editorial and advertising columns of the papers.

Here is what exhibitors are doing now, and the channels are open to distributors who wish to publicize post-Christmas attractions:

1) Daily there is an emergency newspaper, circulation 100,000 which may go higher. Rates are 45 cents per inch, film page serviced by regular critics in rotation.

2) Sunday, a different similar paper, circulation 150,000, rates $9 per inch. This sheet is just soliciting motion picture advertising. (Only Sunday publication.)

Polish Daily Mostly in English

3) The Polish daily now publishes two-thirds in English of its 24 pages. Circulation, 150,000, amusement rate 30 cents per line.

4) Radio and television time is almost impossible to buy currently, but should be easier after Christmas.

5) Heralds, three-sheets, window cards are being employed.

6) Store-wide tie-ins should be comparatively easy if theatres will cross plug by allowing trailers.

7) Various institutions give away miniature newspapers, including some theatres here.

8) Street ballyhoo is being used by theatres and others.

9) Shopping papers and sectional weeklies are adding news, radio and television schedules, and soliciting advertising.

10) Peripheral newspapers are being used, although this probably does not affect downtown first-runs too much.

Business to date in Detroit, because of customary seasonal slump and extended use of new devices, gives no answer of what will happen after Christmas, exhibitors say.

5 Start, 5 Finished; 30 in Production

HOLLYWOOD, Dec. 21. – The number of pictures in production totalled 30 as five new pictures went before the cameras and five others were completed.

Started were: "Crashing Las Vegas" and "The Magnificent Roughnecks," (Allied Artists); "The Catered Affair," (Metro - Goldwyn - Mayer); "Dakota Incident," Trucolor (Republic); "Johnny Salvo," (Universal-International).

Completed were: "Great Locomotive Chase," CinemaScope, Technicolor (Buena Vista); "Secret of Treasure Mountain" and "Odongo," Warwick Productions, CinemaScope, Technicolor (Columbia); "Johnny Concho," Kent Productions (United Artists); "Serenade," WarnerColor (Warner Bros.).

Todd AO Installation In Chicago by Altec

Altec Service Corp. will provide technical supervision of the installation of the Todd-AO equipment which will mark the premiere of "Oklahoma!" at McVickers Theatre, Chicago on Monday.

According to C. S. Perkins, Altec operating manager at New York headquarters, the installation will be under the direction of F. C. Dickely, Altec central division manager, with a technical staff including Roy Gray, branch manager, together with H. M. Smith and Jake Pesek, field engineers.

Acquires Grainger

RKO's new management has completed arrangements to borrow Edmund Grainger from his independent production company to serve as producer of the studio's Eddie Fisher-Debbie Reynolds starrer, "Every Mother Should Be Married."

St. Lawrence-Schine $1,500,000 Anti-Trust Trial Starts Jan. 16

Special to THE DAILY

ALBANY, Dec. 21.—Jan. 16 has been set as the date for the trial in U. S. District Court here of the $1,500,000 anti-trust action instituted by St. Lawrence Investors, Inc., operating Aleck Papayanakos' American in Canton, against Schine Chain Theatres, Inc., conducting the Strand and Pontiac in Ogdensburg, and against eight film distributing companies.

Judge Stephen W. Brennan, who has presided at a series of pre-trial conferences, will hear the case with a jury. It is said to be the first motion picture anti-trust suit to reach trial in the Northern District of New York. A minimum of two weeks is expected to be necessary for the presentation of testimony.

Leonard L. Rosenthal, of Albany, is attorney for plaintiff, with Thomas V. Kenney (who takes office as corporation counsel of Troy on Jan. 1). Raichle, Tucker & Moore, of Buffalo, represents the Schine interests.

'Pat' McDermott Aide To RKO's Houser

HOLLYWOOD, Dec. 21.—Appointment of Patricia McDermott as assistant publicity director of RKO Studios was announced today by Mervin Houser, studio publicity director.

Miss McDermott recently joined the studio's publicity department after having been publicity manager for CBS-TV here. Previously, she had been a Los Angeles "Times" reporter.

1,000 Films in Five Years on WCBS

During the past five years, WCBS-TV programmed more than 1,000 feature films that had never been seen before on New York television, according to Sam Cook Digges, general manager, who, in a year-end report, disclosed that the TV station presented 207 feature films in 1955 on "The Early Show" and "The Late Show."

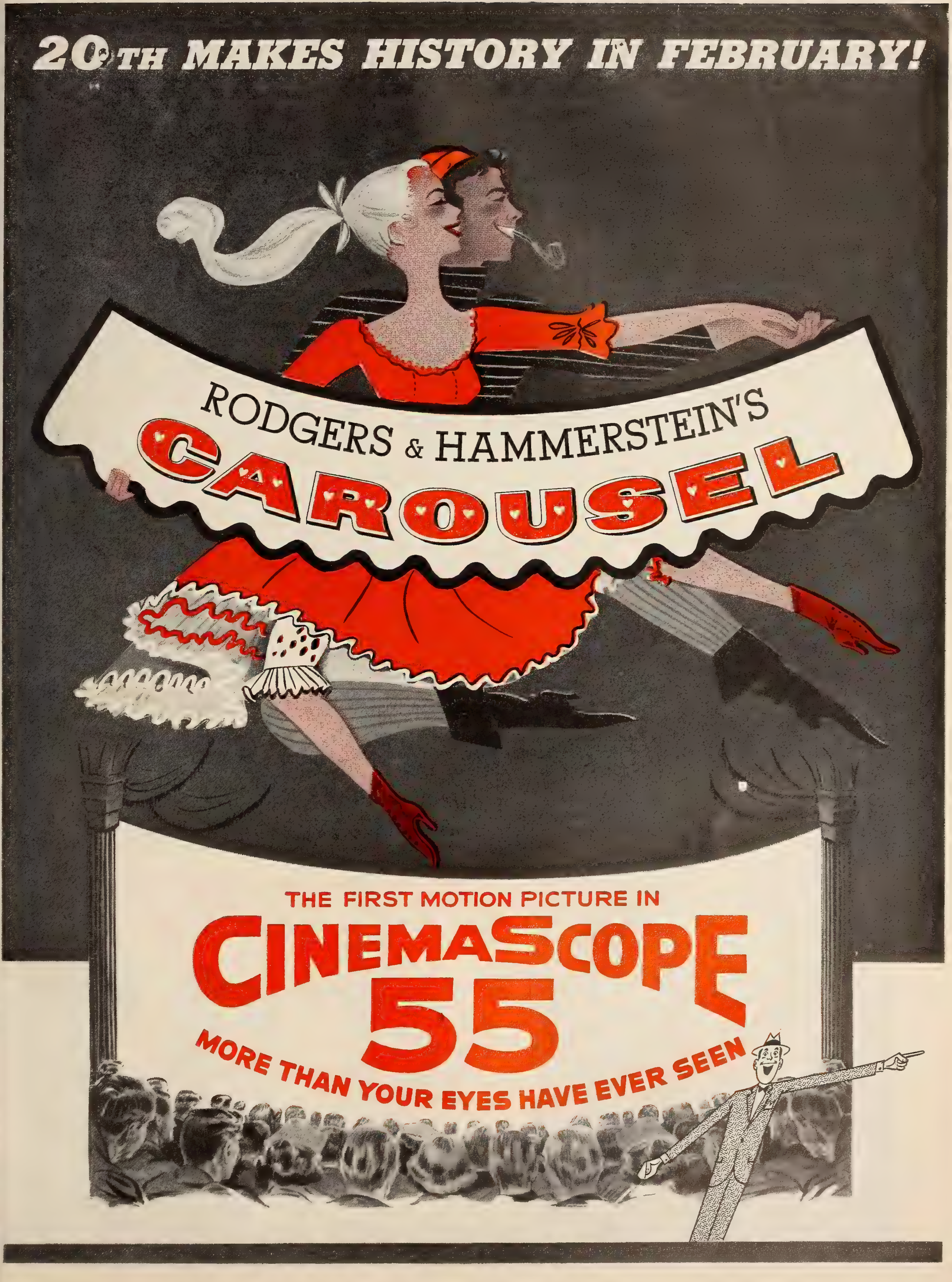
Friedlob to RKO

HOLLYWOOD, Dec. 21.—Negotiations were completed yesterday between RKO and Bert Friedlob for a series of pictures to be filmed at the RKO Studio by Bert Friedlob Productions. First of these will be "Beyond A Reasonable Doubt," with Dana Andrews starred.

Disney Cited

Walt Disney has been named winner of the 1955 "Parents'" Magazine Medal Award for Outstanding Service to Children.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sxth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-president; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.


20TH MAKES HISTORY IN FEBRUARY!
RODGERS & HAMMERSTEIN'S
CAROUSEL
THE FIRST MOTION PICTURE IN
CINEMASCOPE
55
MORE THAN YOUR EYES HAVE EVER SEEN

. . . ALSO AVAILABLE I

Brother against brother, man against woman in the Ranch Society Jungle of today's great Southwest!

VAN JOHNSON · JOSEPH COTTEN
RUTH ROMAN · JACK CARSON

THE BOTTOM OF THE BOTTLE

COLOR by DE LUXE
CINEMASCOPE

with Margaret Hayes,
Bruce Bennett, Brad Dexter
Produced by BUDDY ADLER
Directed by HENRY HATHAWAY
Screenplay by SYDNEY BOEHM
From a story
by Georges Simenon

EBRUARY FROM 20TH!

e strangest spy story in the annals of naval espionage!

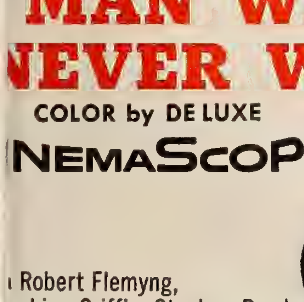
N WEBB · GLORIA GRAHAME

THE MAN WHO NEVER WAS

COLOR by DE LUXE

NEMASCOPE

Robert Flemyng,
ephine Griffin, Stephen Boyd
cted by RONALD NEAME
eenplay by NIGEL BALCHIN
the novel by Ewen Montagu



The greatest, most dangerous frontier of them all . . . just 17 miles from your home—straight up!

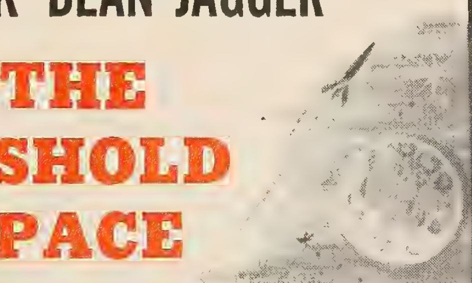
GUY MADISON · VIRGINIA LEITH
JOHN HODIAK · DEAN JAGGER

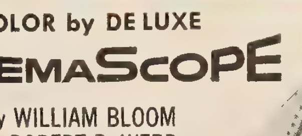
ON THE THRESHOLD OF SPACE

COLOR by DE LUXE

CINEMASCOPE

Produced by WILLIAM BLOOM
Directed by ROBERT D. WEBB
Screenplay by SIMON WINCELBERG





REVIEW:

Hell on Frisco Bay

Warner Brothers

BY CASTING Alan Ladd with such an opponent as Edward G. Robinson, the impression might be that "Hell on Frisco Bay" would have plenty of fireworks, as would be expected when such tough guys cross each other.

The script of Sydney Boehm and Martin Rackin, for the most part keeps the two antagonists from even appearing in the same scene. In the end, of course, the rivals vigorously slug it out—with the scene of their duel being a speedboat going full blast all over San Francisco Bay. Previously, however, they have had only one brief encounter in which Robinson slaps Ladd in the face with his fist. For the rest of the film the two boys go their separate ways.

Separate they may be, but they are similar, in that both are laden with cliches and dull spots. The path of Ladd, as an ex-policeman sent to jail for a crime he didn't commit, is that of the typical hero trying to clear his name. He spends most of this time in two activities—questioning shady characters who might be able to provide him with new evidence and rebuffing the advances of Joanne Dru as his unfaithful wife who wants to be true-blue again. Both pursuits involve far more talk than action.

Most of the action fans are likely to find it too slow-moving and overlong for their taste. It does, however, have the commercial advantages of CinemaScope and WarnerColor. A Jaguar Production, it was directed by Frank Tuttle.

Running time, 98 minutes. Adult classification. Release date, Jan. 28.

John Wayne in First 'Personal' Junket

HOLLYWOOD, Dec. 21.—John Wayne will embark on his first personal appearance junket on Jan. 20 when he will leave here for Washington, on his way to four European capitals in connection with RKO's world-wide premieres of Howard Hughes' "The Conqueror," in which he co-stars with Susan Hayward and Pedro Armendariz.

These premieres, as well as the debuts of "The Conqueror" in other capitals of the world, will be held to benefit a worthy charity of the respective nations, a prime consideration in Wayne's plans for his tour.

'Brave and the Bold' Acquired by RKO

RKO has acquired world-wide distribution rights to Irving H. Levin's "The Bold and the Brave," it was announced yesterday. An extensive advertising, exploitation and publicity campaign will precede the release of the Superscope production in early Spring, it was said.

The deal was negotiated by Daniel T. O'Shea, president of RKO, Walter Branson, Levin and his associate, Harry L. Mandell.

Mr. Johnston Meets the Press

(CONTINUED FROM PAGE 1)

many inside and outside the industry to be deceived as to its essential character and influence.

Again no clarity but rather further confusion was contributed by Mr. Johnston to the current discussion in the industry, the press and with the public relative to the Production Code's flat restriction against reference to narcotics. In the published interview he took a position in open conflict with the official position of the Association which he heads.

The Association recently rejected a proposal to amend the anti-narcotic provision and let it be known that it contemplates no such amendment. Mr. Johnston's elaboration of his position in this connection, "I have always felt that motion pictures should show any subject with good taste," suggests that he has not thought very seriously about a wide range of subjects, any one of which might any day be undertaken by a rash producer, which under no conceivable standard could be considered as acceptable for theatrical exhibition, whatever the amount of "good taste" that might be lavished upon them. Without going further than the Hollywood office of his Production Code Administration he could find a truly shocking list of such proposed subjects.

THE INDUSTRY at home and abroad has been fortunate in having a person of Mr. Johnston's general intelligence, experience and personality drafted to its service. No fair comment upon him and his industry activities could fail to recognize the important and far-reaching accomplishments that have stemmed from his efforts since accepting the presidency of the Motion Picture Association.

But at no time does Mr. Johnston seem willing to have it appear that he is wholly in and of the motion picture business. Although frequently in the press and on the speaker's platform he is more often than not identified with subject matter and purposes that bear no relevancy to the motion picture business.

In consquence of this seeming partial and periodic detachment—inevitably contributed to by his Washington, D. C. headquarters—Mr. Johnston is infrequently in the stream of the industry's thought, spirit and activities. This necessarily results in a lack of a "feel" for industry pursuits and purposes.

Hence, when he faced this week in Hollywood a battery of summoned general and industry press representatives he was not mindful that a cry of "movie slump" would be no stimulant to prospective ticket buyers in these difficult times; that for Mr. Johnston "personally" to be in favor of an amendment of the anti-narcotic provision of the Code while his Association is against it would only leave his Association in the lurch, and that glib references to "good taste" as a standard of acceptability represent in effect a rejection of the moral Code which his Association upholds.

HIS SEEMING partial and periodic detachment results also in an unsureness about important industry facts—such as the incorrectly cited years of the industry's greatest prosperity which he unhappily said would never return!—and even facts from the record of his own Association such as his failure to remember that "The French Line" did eventually receive a Code certificate. As a matter of fact he was not in Europe "on Government business" when the anti-narcotic provision of the Code was dropped in 1946 (not in 1951 as he mis-remembered this week in Hollywood). He presided at the meeting of the Association board in New York which adopted the amendment.

A rejoinder to all of the foregoing might be to undertake to characterize it as merely deliberate fault-finding. It is not so intended. The writer of these lines respects and admires Eric Johnston. The regret is that the heart seems not to be where his major association with motion pictures and the industry would indicate that it should be.

If it were it would ring, in good times and bad, in tune with the hearts of those who with courage and foresight brought the film from the nickelodeon stage to its present position of world eminence and whose eyes, looking out upon a beckoning horizon, will never entertain the shortsighted and defeatist notion that the motion picture is a has-been.

The essential attribute of leadership is to meet the challenges as they appear—whole-heartedly and on a full-time basis.

Fire Laws

(*Continued from page 1*)

en of the 28 film houses inspected yesterday in Brooklyn and Richmond were found to have violations of the regulations.

The seven theatres are: Richmond—St. George, Paramount, Ritz, Empire and Victory; Brooklyn—Brook and Marine.

The Fire Department official said that since the safety drive and inspections among local theatres commenced on Monday, 28 theatres out of the 87 inspected were found to have violations. He said that fire inspectors uncovered 17 violations in 39 theatres visited on Monday and four theatres having violations out of 20 visited on Tuesday.

Political Influence Denied

In reply to a question asked by the MOTION PICTURE DAILY regarding reports that "political influence instigated this drive," the Fire Department official said that "there is no truth to this at all." He stated that the safety drive is not only among film theatres but that "officers and men of the Fire Department are out in force inspecting office buildings, department stores, hotels, etc., in addition to their fire-fighting duties, seeking to assure the public of a high standard of safety when in crowded places."

Compo in Move

(*Continued from page 1*)

win women audiences to motion picture theatres.

A letter was sent out to Allied States, addressed to general counsel Abram F. Myers asking that the exhibitor organization to spell out its suggested "reforms" of COMPO. Myers, in his letter to COMPO announcing Allied's withdrawal from the all-industry organization, cited objections to COMPO as it is presently functioning and called for "reforms."

Both the letter to Allied and Goldenson's appearance before the press relations committee were adopted as lines of action at the recently-held membership meeting of COMPO.

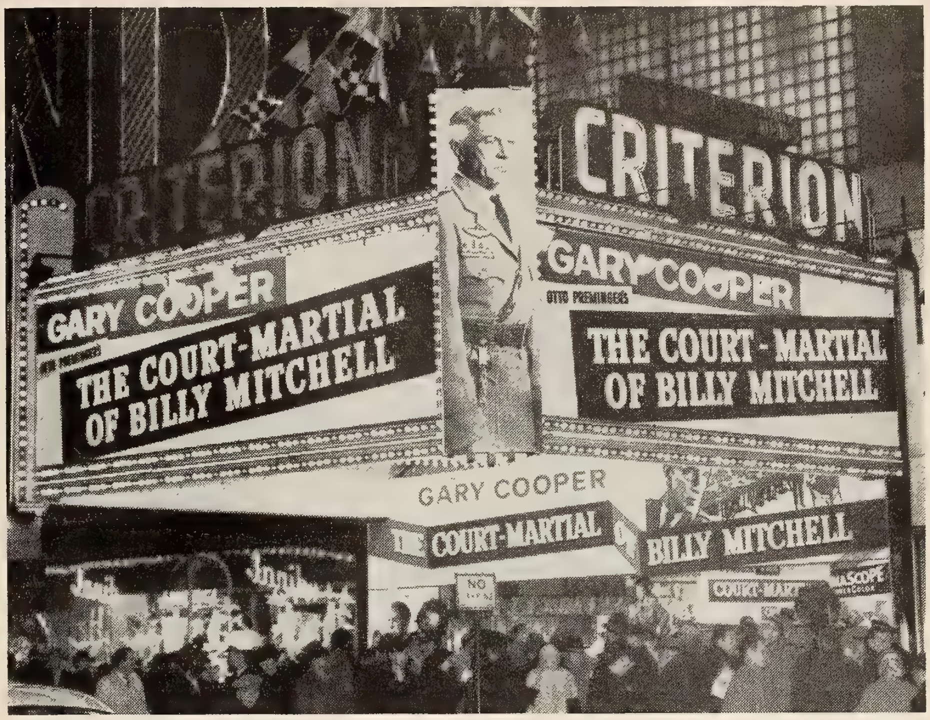
'U' Launching Big 'Heaven' Air Kickoff

"All That Heaven Allows," Universal-International's Technicolor film production starring Jane Wyman and Rock Hudson, which is scheduled for a series of Christmas-New Year's holiday openings to be followed by a January release, is to receive a national television spot announcement campaign with 338 spots being used in 37 cities.

The campaign which will extend through January, is being placed by Universal-International on a national basis and is in addition to the campaigns developed by the individual theatres in connection with their openings. The spots are being geared primarily to the female market.

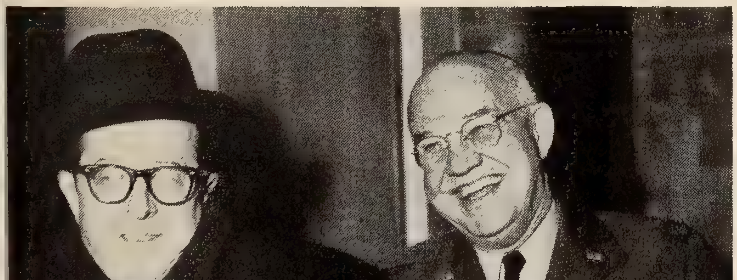
"Billy Mitchell" Hailed in New York Bow

LEADERS of military, society, stage, screen and civic life jam-packed the Criterion Theatre on Broadway last night to hail the special invitational premiere of Warner Bros.' "The Court-Martial of Billy Mitchell," starring Gary Cooper in a United States Pictures production in CinemaScope and WarnerColor. Exciting highlights of the premiere, which was sponsored by the Aviators' Post No. 743 (Billy Mitchell's Post, American Legion), included music by the First Air Force Band, a color guard, and the presence of members of the Air Police. Picture, which was produced by Milton Sperling and directed by Otto Preminger, deals with the celebrated trial of the man who sacrificed his career for a modernized air force. Preceding the showing of the picture, Gill Robb Wilson, president of the Air Force Association, presented a plaque on behalf of the post, to Billy Mitchell's sister Ruth and Ralph Bellamy, who co-stars in the film. The plaque will be presented by Miss Mitchell and Ralph Bellamy to the Smithsonian Institution where it will become a permanent part of the William L. Mitchell Memorial Exhibit. Also premiered on the same program was "24 Hour Alert," a Warner Bros. special short subject starring officers and men of the U.S. Air Force and Jack Webb. The picture at the right shows a portion of the large crowd that braved the near-zero temperature to greet the many celebrities as they arrived for the premiere.


CRITERION
GARY COOPER
THE COURT-MARTIAL OF BILLY MITCHELL
OTTO PREMINGER'S
CRITERION
GARY COOPER
THE COURT-MARTIAL OF BILLY MITCHELL
GARY COOPER
THE COURT-MARTIAL OF BILLY MITCHELL
NO

Robb Wilson (right), president of the Air Force Association, ents a plaque to Ralph Bellamy, co-star in the picture, and Ruth hell, sister of the distinguished aviation officer.

Maj. Alexander de Seversky, left, long a leading proponent of air power, is shown above with his brother, George, as they arrive at the Criterion Theatre to attend the gala invitational premiere.



ter Sergeant Ernest Bilko (Phil Silvers), on the left, discusses Col. William E. Gegg the problems of television's "army" and real U. S. Army.

Jayne Mansfield, of the current Broadway hit, "Will Success Spoil Rock Hunter," in company with Robbie Robinson, airline pilot, attended the festivities.

(Advt.)

Trade Issues

(*Continued from page* 1)

Commerce or Judiciary committees —since the Small Business group lacks power to report legislation. It can only hold hearings to turn the spotlight on a situation and recommend that some other committee take action on a specific bill.

Reduction Seen Unlikely

Any industry drive for elimination or further reduction of the Federal admission tax is considered likely to be waged against very long odds. Lawmakers are reported feeling that any Federal revenue that can be spared for tax relief should be devoted to lowering the individual income tax burden. Little revenue is likely to be left over for cuts in other fields. Moreover, the film industry, having won substantial excise relief in 1954, is likely to have to wait in line for further relief behind other industries that have received little or no help in recent years.

However, it's possible that the industry could benefit directly or indirectly from other tax legislation. Any reduction in individual income taxes would mean that much more money in consumers' pockets for spending, and some of the money would almost certainly be spent for theatre tickets. There is also some sentiment in the Treasury and in Congress for lowering the general corporation tax rate to 50 per cent from its present 52 per cent.

Stars May Be Aided

Some steam is building up in the House Ways and Means committee for some scheme to permit individuals with incomes that fluctuate widely from year to year—persons such as actors and writers—to average their income for tax purposes over several years. This would mean a substantial tax cut for these individuals. The committee has already approved a bill to permit tax deferment for earnings put away voluntarily into private pension plans, and this, too, would help some industry employes.

The Administration will probably again recommend its plan for easing the tax treatment of certain income earned overseas, but there seems little push behind it in Congress. As drafted by the Administration, the bill would not cover film rentals earned overseas.

The Senate Finance Committee is scheduled to take a look early in the session at a House-passed bill to broaden social security benefits and boost social security tax rates. The Administration is reportedly anxious to tone down the benefits enough to avoid any immediate tax increase, but the proposed new benefits are likely to prove popular among the Senators in an election year.

Two Anti-Trust Bills

In the anti-trust field, there are two bills of interest to the industry. House Judiciary Committee chairman Celler (D., N. Y.) has managed so far to sit on a bill backed by the Motion Picture Association of America to permit Federal judges to award less than treble damages in private anti-trust suits. Allied States Association has been leading the fight against the measure. Hearings were held on the bill last session, but Celler claims he wants further testimony on various points.

He and Senate Judiciary Committee chairman Kilgore (D., W. Va.) are, however, enthusiastic about a bill to exempt from Federal income tax any punitive damages won in anti-trust actions. They would reverse the Supreme Court's recent decision in the Goldman Theatre case, holding that such awards were fully taxable.

Scanning Wage Law

The Administration and the Senate Labor Committee are both still considering possible action to broaden the coverage of the Federal minimum wage law, and any action taken in this field would certainly involve the question of whether or not theatres—especially interstate circuits—should be brought under the law's scope.

The Senate Commerce Committee has hearings scheduled for mid-January on current television problems, mainly the problems of the UHF stations and the practices of the television networks. The hearing could always get into the toll television question, though committee officials insist there are no plans for this at present.

U.S.I.A. to Seek Increase

The U.S. Information Agency, which handles the government's overseas motion picture program and other information programs abroad, has already announced it will seek a substantial increase in appropriations for the coming year.

Finally, a proposal of the District of Columbia Commissioners for a new 2 per cent Washington admissions tax will come before the House and Senate District committees.

REVIEW:

The Prisoner

Columbia

THE VERSATILITY of Alec Guinness is pointed up in this grim, but very interesting, British production. It proves that Guinness not only is a master of comedy, as exemplified in past performances, but also is equally adept in tragic roles. As a Catholic Cardinal in an obvious Iron Curtain country, Guinness gives a brilliant portrayal in a difficult assignment. While the art theatre may be its best market, a regular-type house which caters to intellectual audiences should not be disappointed in results.

When Guinness is arrested and put into prison, he is told by Jack Hawkins, the interrogator, that the government, by means of psychological persuasion, seeks to get him to confess to plots involving treason and sabotage. The psychological warfare between the two men results in Guinness being forced into making a confession of crimes of which he is innocent.

Ultimately, Hawkins, becoming aware of a sense of pity for Guinness, withdraws from his political post and awaits his fate.

The combined efforts of director Peter Glenville, the two principal characters and Wilfred Lawson as a jailer have resulted in a truly artistic picture. Its commercial possibilities will rely on some extra showmanship in attracting the interest of class audiences.

Running time, 91 minutes. Adult classification. Release date not set.

'Mitchell' Bow

(*Continued from page* 1)

backdropped the arrival of the array of New York and international society notables, stage and screen stars, members of the Aviators' Post No. 743 (Billy Mitchell's Post, American Legion) which sponsored the special premiere, and leaders of the business community, headed by Bernard Baruch and Thomas B. Watson, Jr.

More than 1,600 invited guests attended the first New York showing of the United States Pictures production. Throngs of onlookers defied near zero weather to see the celebrities arrive.

Air Force Police on Duty

Air Force police in full-dress uniform escorted arriving guests from their cars to the lobby of the theatre. Newsreel and television cameras were present to capture the excitement of the gala opening.

Special facilities for Mutual network's "Luncheon at Sardi's" program were set up in the lobby. Dumont's News and Special Events television cameras, WPIX's newsreel cameras and Warner Pathe News recorded the event.

Abbott and Costello Form Own Company

Bud Abbott and Lou Costello have been signed by Edward Sherman to star in a Bob Goldstein production, "Dance With Me, Henry," it was announced by United Artists, which will release the comedy.

Abbott and Lou Costello, together with their manager, Sherman, have formed a company for the production of their own pictures.

Production, which is scheduled to start in Hollywood around March 1, is an original story by William Kozlenko and Leslie Kardso.

Ticket Taxes

(*Continued from page* 1)

lections and so the figures may no be exactly comparable. They are, however, the first period since th admission tax reduction of April, 1954, that 1954 and 1955 figures hav been even roughly comparable.

The figures include taxes paid o admissions to sports events, legitimat theatres and other entertainments a well as to motion picture theatres They do not include roof garden an cabaret taxes, nor taxes paid on various special admission charges.

New British Film Set for TV Program

The second British film to be shown on television prior to a general theatre release will be George K. Arthur's two-reel subject "On the Twelfth Day." The 20-minute short is now in a limited number of theatre bookings. It will be shown New Year's Day on the NBC television network.

The first British film to play TV here ahead of any theatre engagement was Sir Alexander Korda's "The Constant Husband," which, subsequent to its telecast this fall, has not been offered for theatrical engagements yet.

NBC acquired the TV rights to "On the Twelfth Day" for two years with options to renew each Christmas season for eight years thereafter. It will be featured on NBC-TV's "Happy New Year" program.

Fear Mexico to Hike Export-Import Taxes

MEXICO CITY, Dec. 21.—Producers and distributors fear a considerable increase in picture import and export taxes now that the National Legislature is considering the Ministry of Finance's bill that demands modifying the General Revenues Law. The legislature is expected to act on the matter by Dec. 31, when its regular 1955-56 term ends.

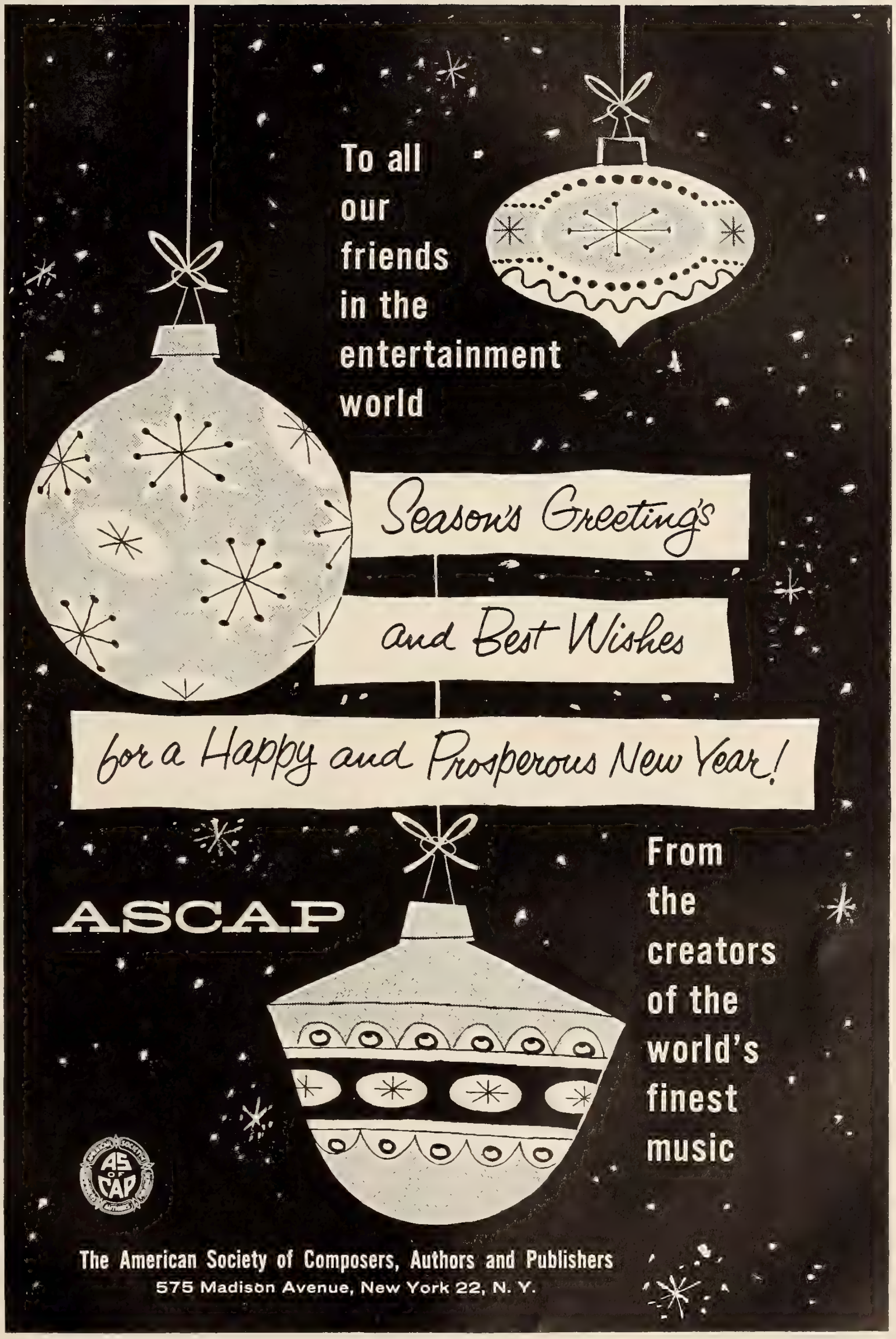
The heaviest increases are expected on exports. At present, each film exported pays $8 and every copy of it that goes abroad pays 80 cents. As producers always send along 25 copies with each picture they export, the expected tax boost is seen as a hard economic blow.

The trade has not been informed regarding the amount of the tax hikes, but that information is expected soon.

Legion Places Three In 'B' Category

Three pictures have been placed in Class "B" by the National Legion of Decency.

They are "Diabolique," French film distributed by United Motion Picture Organization; "Riviera," Italian feature released by IFE, and "Umberto D," Italian film released by Harrison & Davidson.



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our
friends
in the
entertainment
world

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and Best Wishes

for a Happy and Prosperous New Year!

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Daff Says

(*Continued from page 1*)

went on to say, however, that he does agree with Johnston that the time is rapidly approaching when the foreign business done by the industry will outdo its domestic business. "But I don't say that because of any serious drop" expected in the domestic market. Rather, he explained, the economy in the foreign markets is healthier and growing better, allowing motion picture theatres abroad to tap a vast audience which heretofore could not afford to go to motion pictures.

Cites 'Global Approach'

Concerning Universal's ratio of foreign to domestic business, Daff said it is a "little over" 40 per cent, adding that the company's fiscal year has just ended and he could not give a more accurate appraisal. He noted that Universal as a company recognized the growing importance of the foreign market five years ago, when it adopted a global approach to picture making and selling.

Universal, he went on, looks forward to a very successful year in 1956. He based his forecast on Universal pictures already "in the can" for next year. This comment was joined with the expressed observation by Daff that Universal has had five such successful years in a row.

Says Shopping Started Earlier

Returning to general industry problems, Daff said he felt the pre-Christmas box-office dip at the box-office in the U. S. started some three weeks earlier this year due to earlier Christmas shopping by what he regarded as a more prosperous population. It's no secret that department stores have had a banner holiday business, he added, pointing to the effect that such business would have at the box-office.

Daff, turning to another topic, warned that Hollywood should never go "overboard" on "realism and violence." He contended that although a market exists for such pictures in the U. S. up to a point, there is a definite objection to such pictures in the foreign market. "Our company," he added, "has concentrated on a generalized product" line-up.

Calls Foreign Talent 'Tonic'

One factor which should prove a "tonic" to exhibition in the U. S., Daff felt, is Universal's policy of coralling top talent from abroad. The public today, he stated, is ripe for such development. He listed the following stars from abroad signed by Universal: Q. W. Fischer, Cornell Borchers, Rossano Brazzi, Mariana Cook and John Bentley.

Daff, asked about studio problems, said that costs are steadily rising, describing the cost problem as one of the toughest in Hollywood today. Subject matter for pictures, he went on, is being selected with greater care. Studios, he added, still are getting the preference as far as material is concerned over competitive media because studios offer more money for the material.

Stresses 'Picture,' Not 'Process'

He took exception to the concept that Broadway hit stage shows, or best-selling novels necessarily make good box-office pictures. Taking the Broadway stage as an example, he contended what appeals to a relatively small segment of people may not be wide, popular entertainment.

In regard to the media question, Daff said the industry appears to have settled down and with the exception of a special process such as Cinerama, it's the picture which counts rather than the process displayed.

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REVIEW:

The Littlest Outlaw

Walt Disney-Buena Vista

WALT DISNEY HAS taken the story of a 10-year-old boy and a horse, injected it with the color, background and folk manners of old Mexico, and built it into a familiar climax in a manner which turns out happily. "The Littlest Outlaw," in color by Technicolor, is nice entertainment for the whole family. It has exciting moments, in the form of native folk dances, a horse show in which the Mexican Army equestrian team is featured, a bullfight, besides the romantic and warmly appealing friendship between boy and horse.

The picture features mostly Latin-American players headed by Pedro Armendariz, Joseph Calleia, Rodolfo Acosta and introduces Andres Velasquez, who is called upon to be as tough as he is gentle in leading the horse, Conquistador, through many perils and tests of their mettle. Young Velasquez plays his role with fresh charm and competence despite his little previous experience in films.

Velasquez, bitter over the treatment of his equine friend, steals him from Armendariz' ranch one night and their adventures make up the bulk of this picture. They outface a pair of cut-throat bandits; win the protection of a priest, portrayed by Calleia, who gives them sanctuary in the cathedral, and earns the admiration of veteran matadors when he rescues his Conquistador from the bull ring at risk of his own life. It is explained earlier in the film that the horse did not live up to expectations as a jumper and was condemned to death for throwing Armendariz' young daughter. In the end, the horse receives acclaim for its jumping, justifying the faith expressed by the youth.

Others in this film are Pepe Ortiz, Laila Maley and Gilberto Gonzales. This picture was produced in Mexico by Larry Lansburgh and directed by Roberto Gavaldon from a screenplay by Bill Walsh. The original story was written by Lansburgh.

Running time, 75 minutes. General classification. Release in January.

LESTER DINOFF

'Gun' Opens Today

Samuel Goldwyn, Jr.'s first independent production, "Man With the Gun," a United Artists release starring Robert Mitchum and Jan Sterling, will have its New York premiere today at Loew's State Theatre.

Berenson, Richards, Wilby Praise Dureau

NEW ORLEANS, Dec. 21.—Terminating 43 years in the film industry, Gaston J. Dureau, Jr., retiring president and general manager of Paramount Gulf Theatres, was hosted here tonight at a testimonial dinner by 250 personal friends in and out of the industry in the grand ballroom of the Roosevelt Hotel.

Dureau, who started as secretary to the late Bill Gueringer, with Fitchenberg Enterprises in 1912, will continue with Paramount Gulf in an advisory and consulting capacity.

Berenson Presides

Abe Berenson, presided as toastmaster. On the speakers' dais were Richard M. Kennedy, Birmingham; John Rowley, Dallas; E. C. Grainger, Republic Pictures, New York; Robert Wilby, Harry Balance, James Harrison and Arthur Bromberg, Atlanta; E. V. Richards, Jr., Congressman F. Edward Hebert, Louisiana, and the co-chairmen of the arrangements committee: C. J. Briant, M-G-M branch manager, and Page M. Baker, chief barker of the New Orleans Variety Tent.

Flanked by his wife and members of his family, Dureau was touched by the sentiments expressed by the various speakers, keynoted by Richards and Wilby.

The diners presented Dureau with a signatured engraved scroll and a home bar.

PEOPLE

J. Sanford, Altec Service Corp tion field engineer attached to company's Eastern division, has hospitalized. During his abse Eastern division manager **L. J. ton** has appointed **M. Goldberg,** engineer, formerly in the Wash ton, D. C., territory, to cover ford's territory.

◻

Carl E. Bell, who has just chased the Perkins Theatre Su Co., Buffalo, acted as Santa Clau his Christmas Party this week in branch in the Film Building. has been manager of the branch several years.

◻

Barry Barents, formerly with Lo Poli-New England Theatres in Spr field and Worcester, Mass., has named news director of WKNB here.

◻

Arch H. Jolley, executive secre of the Motion Picture Theatres A ciation of Ontario, is recovering f a serious operation and will ren in St. Joseph's Hospital in Hamil Ont., until the end of the pre month.

◻

Howard Levy, M-G-M film sa man operating out of the New Y exchange, will retire on Jan. 6.

Michigan 'Catholic' Revising Film List

DETROIT, Dec. 21.—The Michi "Catholic" with 100,000 circulat carries each week listings of mot pictures and their ratings, accord to the Legion of Decency.

This list, which has not been to date, is now comprised of over titles most of which are no longer distribution.

Father Hubert A. Maino, editor, now proposing to send his curr list to all exchanges for deletion a additions, and in the future to se a weekly form so the newspaper m shorten its list to only such pictu as are in actual distribution.

First run houses and booking changes will likewise be covered a double check.

This information will also be us for a telephone service the pa maintains advising Catholics on wh pictures to see.

Adelman Suit

(*Continued from page 1*)

last Friday. Meanwhile, all have un Jan. 1 to appeal in the compani I. B. Adelman case in Houston. that case, the court awarded Ade man $75,000 damages and lawye costs. It appears unlikely, also, th an appeal will be taken by either sid

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Season's Greetings

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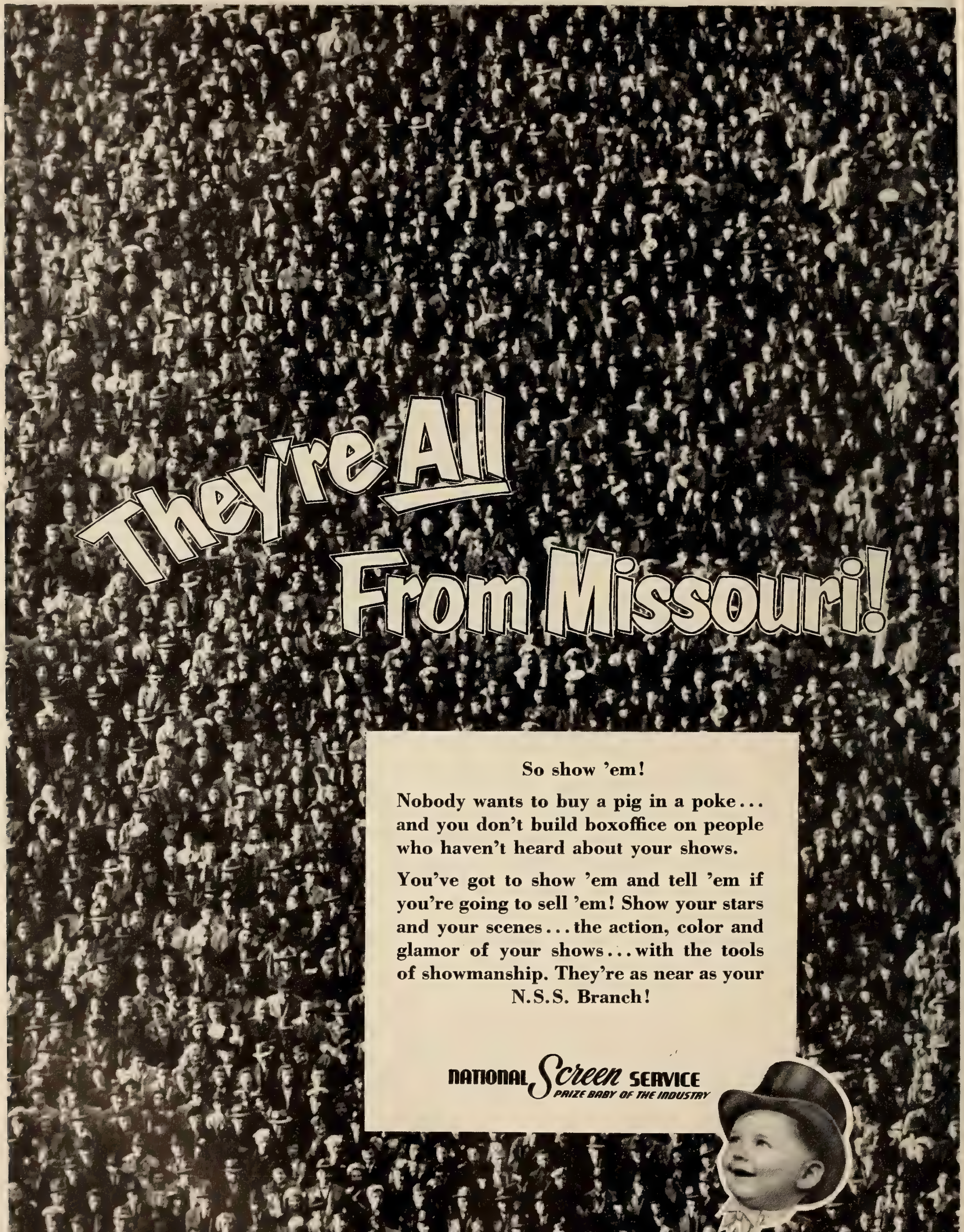

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 120 NEW YORK, U.S.A., FRIDAY, DECEMBER 23, 1955 TEN CENTS

Corkery Reports

Free Market Now Exists In Argentina

Tells of His Talks with Colombian Officials

By MURRAY HOROWITZ

A completely free market now exists in Argentina, with no licenses required for film imports and with earnings fully remittable on the official free market, Robert J. Corkery, vice-president of the Motion Picture Export Association, reported here yesterday.

Corkery, returning from a trip to Argentina, Colombia and Brazil, said that, from an economic point of view,

(*Continued on page* 6)

Cox to Head Video Probe

From THE DAILY Bureau

Television Today

WASHINGTON, Dec. 22.—Kenneth A. Cox, a Seattle lawyer, has been named by Senate Commerce Committee chairman Magnuson (D., Wash.) to direct the committee's investigation of the television industry.

The committee is scheduled to start hearings Jan. 17 on TV industry

(*Continued on page* 6)

GT-Fox Deal for RKO Films Near

Extended meetings between General Teleradio's and RKO Radio top executives and Matthew J. Fox on the sale of some 700 RKO Radio pictures to the latter were held yesterday with indications that the $25,000,000 deal is near completion and may be determined today or early next week.

Merry Christmas

Name A. B. Taylor To RKO Studio Post Effective on Jan. 9

Special to THE DAILY

HOLLYWOOD, Dec. 22.—Albert B. Taylor has been appointed executive in charge of commitments at the RKO Radio studio, it was announced here today.

He will report to the studio on Jan. 9 and will be responsible for major star, writer and story commitments. Concurrently, Taylor an-

(*Continued on page* 6)

Deadline for 'Met' Stock Plan Feb. 2

Federal District Court Judge Lawrence E. Walsh today signed an order granting a delay until Feb. 2 for trustee George Alger to report on a plan for the disposition of RKO Theatres' stock interest in Metropolitan Playhouses.

The new Feb. 2 deadline supersedes the earlier reported date of Feb. 21, originally agreed upon by the Department of Justice. Prior to the extension, the reporting date to the court was last Wednesday.

Loan of $7,500,000 to Japan by U.S. Film Firms Signed Abroad

Special to THE DAILY

TOKYO, Dec. 22.—The agreement for a loan of $7,500,000 advanced by 10 American film companies to the Electric Power Development Corp. of Japan has been signed here by Japanese officials and executives of the United States companies involved.

The making of the loan has for its purpose the unblocking of the American companies' yen earnings, which are reported at this time to have reached a valuation of $11,000,000.

Conn. Exhibitors See Upward Gross Trend

Special to THE DAILY

HARTFORD, Dec. 22.—Connecticut theatre operators, worried over declining box office grosses, believe that Christmas-New Year's holiday and the end of current cold wave will cause receipts to soar upward again.

The Avon, a first-run house at

(*Continued on page* 2)

TOA Leaders Who Will Attend the SSBC Hearing in February to Be Named Soon

The Theatre Owners of America committee, which will represent the national exhibitor organization at the Senate Small Business Committee hearing in Washington in February, will be named shortly after the first of the year.

TOA president Myron N. Blank of Des Moines is reported conferring with other officials of the organization on this matter of selecting representatives and the course of action which will be taken during the hearings.

It was disclosed here this week that TOA has not as yet received an invitation to appear and testify at the SSBC hearing which has been requested by Allied States Association to investigate the industry. Blank, when he returned from Europe in mid-November, said that representatives of TOA will appear at this hearing by invitation or by special request of TOA.

Opposed by Snaper

Court Grants Loew's N.J. Drive-in Bid

Judge Also Declines to Ban First-Run Category

The granting of Loew's Theatres' application to build a drive-in, in Raritan, N. J., was announced here yesterday by Federal District Court Judge Sidney Sugarman, who conducted hearings on the bid, strongly opposed by Wilbur Snaper, operator of the nearby Strand Theatre, in Keyport.

Judge Sugarman, in his ruling, also

(*Continued on page* 2)

Parties, Early Closing Today

The industry's three-day Christmas weekend will start at noon today when the film companies and theatre circuits here will act as hosts for their employees and executives at annual holiday office parties.

All companies will be closed on

(*Continued on page* 2)

Hollywood Panel on 'Arm' Set for NBC-TV

From THE DAILY Bureau

HOLLYWOOD, Dec. 22.—Otto Preminger, producer-director of "The Man with the Golden Arm," narcotics film, William H. Mooring, Catholic press film editor, and producer Jerry Wald will participate in a panel discussion on Christmas Day over NBC-TV's American Forum program on the subject of the National Legion of Decency's attitude toward "Arm."

The Legion has given the film "B" rating—objectionable in part for all.

Merry Christmas United Artists

PERSONAL MENTION

ALFRED HITCHCOCK will arrive in Hollywood today from Tokyo.

•

Walter Walker, of the Buena Vista Film Distributing exchange in Atlanta, and his wife are accompanying **Al Rook** and **Betty Whitmire**, both of the Film Booking Office there, on a Florida fishing trip.

•

Fred G. Sliter of Albany, N. Y., retired film salesman for 20th Century-Fox, has entered Orlando Osteopathic Hospital, Orlando, Fla., for treatment.

•

William (Snake) Richardson, president of the Astor and Capitol exchanges in Atlanta, has returned there from New Orleans.

•

Maurice Green, secretary of Middlesex Amusement Co., Malden, Mass., and family, are vacationing in Florida from there.

•

Aaron and **Yetta Wisper**, parents of **Lew Wisper** of W & W Theatres, Detroit, are recovering from recent illnesses.

•

Joseph E. Levine, president of Embassy Pictures Corp., and family, are vacationing in Florida from Boston.

•

Mary Casella, secretary to E. M. **Loew** in Boston, has announced her engagement to **Edmund Weiss** of that city.

•

Ed Stevens, president of Stevens Pictures, Atlanta, has returned there from Miami, Fla.

•

J. J. Felder, of Favorite Pictures Exchange, is in Hollywood from New York.

'Outlaw' to Open

Walt Disney's "The Littlest Outlaw," produced entirely on location in Mexico, will have its premiere on Monday, at the Trans-Lux 52nd Street Theatre here.

Both "The Littlest Outlaw" and "Johnny Appleseed" are released by Buena Vista, Disney's film distributing subsidiary.

No Paper Monday

MOTION PICTURE DAILY will not be published Monday, Dec. 26.

According to Labor Official

Only Television Affected by Merger Of CIO-AFL in Amusement Industry

By LESTER DINOFF

The only area of the entertainment field in which repercussions may be felt because of the merger of the AFL and CIO is the television industry, according to a veteran labor official, who said that the formation of the joint union will have little or no effect on the film industry.

"The unions competing for membership and representation in the field of television may have pressure brought to bear to merge their drives into a joint effort," the union leader stated.

IATSE Strongly Represented

Among the unions which have affiliated locals in the television industry is the International Alliance of Stage Theatrical Employees, the International Brotherhood of Electrical Workers and the National Association of Broadcast and Electrical Technicians. NABET, which is an independent union affiliated with the CIO, has collective bargaining agreements with the National Broadcasting Co. and the American Broadcasting Co. It was formerly the NBC company union. The IBEW has members at the Columbia Broadcasting System with IATSE having affiliated membership locals at DuMont and other networks.

In the major television production centers, the IATSE is in the fore with its representation, but in the small production centers, representation is "more or less" shared jointly between IBEW and NABET, the labor official stated.

Sees Small Unions on Decline

In discussing the effect of the AFL-CIO merger on the motion picture industry, the labor leader said that there would be little or no effect. He explained his opinion by pointing out that for many years the IATSE had "more or less a monopolistic hold" and that the small independent unions are rapidly declining.

Continuing on, the labor executive said that discussions are now going on at high levels concerning a reconciliation of conflicts, "but it will be a long time before it ever gets down to the small independent union level here in New York." He pointed out that a conflict exists in the motion picture industry here between the Screen Publicists Guild, which was affiliated with District 65, CIO, and the Home Office Employees Union, Local H-63, IATSE.

Both Include Publicists

"Both unions have memberships which include publicists," he said, explaining that around five years ago, a merger was proposed by H-63, but was almost unanimously disapproved by SPG members who have been running their own union without full-time paid employees all along. The SPG initiation and membership dues are also much smaller than those paid by H-63 members, he said.

Has Class A Charter

It was pointed out also that SPG, which operates its own affairs without interference from District 65 or others, has a Class A charter which allows the publicists' Guild its own autonomy. The H-63 charter is a "B" one, he said, adding that the H-63 officers must go to international IATSE officers for permission to strike, or any other settlement or grievances, etc.

An official of the SPG here said that his union's membership might go for a merger with certain conditions, among them being that the SPG retain its present rights of autonomy.

Yule Spirit

(*Continued from page* 1)

Monday. Most industry workers will stop around 1 p.m. today and begin celebrating the Yuletide. Paramount Pictures will stop operations at 4 p.m. while 20th Century-Fox and Republic will close down at noon.

Many Parties Scheduled

Home office parties will be held by Columbia, Republic, Allied Artists, RKO Radio Pictures, Stanley Warner and RKO Theatres. Employees of United Artists will have a catered party at the Sherry Netherland Hotel here while 20th-Fox is taking over the Tavern-On-The-Green for its afternoon and early evening shindig. Warner Brothers held its annual Christmas Party last night at its home office here.

Conn. Exhibitors

(*Continued from page* 1)

Stamford, Conn., has closed for the week, with newspaper ads attributing the shutdown to "redecorating." 20th Century-Fox's "Rains of Ranchipur" is set to relight the theatre on Sunday.

Greatest paradox of the state picture right now is the Meadows Drive-In, Hartford, only outdoor theatre continuing to operate despite sub-zero temperature. The theatre is part of Smith Management Co., which recently installed in-car heating units.

Court Grants

(*Continued from page* 1)

declined to prohibit the projected Raritan drive-in from becoming a first-run, as requested by Snaper, Allied States vice-president. The hearing, considered one of the most extensive of its kind, was the first to be actively opposed by an Allied member since Allied's expressed disappointment with the way the Department of Justice is handling such cases.

Notes Rejection of Application

Judge Sugarman took note that the Attorney General's office refused to oppose the application, but actively supported Loew's Theatres' bid in court. He also cited the fears and suppositions offered by Snaper and his attorney, Monroe Stein, of the consequences flowing if the status of a first-run is obtained for the projected drive-in. However, he said there will be time enough later, if and when the Raritan becomes a first-run, to then decide whether its clearance is unreasonable under the Paramount case. He also categorized as suppositions and fears opposition to the partnership participation with Loew's Theatres of Norman August, identified as a son-in-law of Nat Cohn, Columbia Pictures New York branch manager.

Sees No Undue Restraint

The fact that Loew's Theatres is a large operator, he went on, does not necessarily presage the runs and clearances for the Raritan as envisioned by Snaper. It has been shown to the satisfaction of the court, he went on, that the acquisition will not unduly restrain competition.

The day-and-a-half of hearings were held Monday and Tuesday.

Legion Gives 'Arm' Class 'B' Rating

Otto Preminger's United Artists release "The Man With the Golden Arm" has been given a Class "B" rating by the National Legion of Decency. Pictures in this category are rated as being "morally objectionable in part for all."

Other pictures in this class, in the latest Legion listing, are "Edge of Fury," "Flame of the Island" and "The Indian Fighter."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"KISMET"
in CinemaScope and Color starring
HOWARD KEEL . ANN BLYTH
DOLORES GRAY . VIC DAMONE
AN M-G-M PICTURE
and The Music Hall's Great Christmas Show

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sxth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-president; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

PEOPLE

Dick Carroll, office and booking manager of the Paramount exchange in Hartford, hosted youngsters from his neighborhood for the 19th consecutive year as guests at a Christmas screening party, held in the exchange's screening room.

* * *

C. R. B. Salmon has been appointed executive vice-president of Odeon Theatres (Canada) Ltd., and Odeon, Ltd., Ottawa. **Frank H. Fisher** has been named vice-president of both companies in charge of theatre operations. He has been a director since Sept., 1954.

* * *

Art Turner, manager of the Kuhn Theatre, Lebanon, Ore., has turned over his house to the Kiwanians for a special Christmas show for children. Admission will be in the form of food, canned or packaged, cereals and cake mixes. The baskets will be given to the needy, via the Salvation Army.

* * *

R. L. Bailey, owner of the Eagle Theatre and Bailey Drive-in, Blountstown, Fla., celebrated his 25-year anniversary in show business by presenting Hawaiian orchids to women patrons.

* * *

Cliff Wilson of the ABC Booking office, Atlanta, has resigned to go with Paramount-Gulf Theatres, New Orleans.

* * *

Ann Rakestraw, National Screen Service Atlanta booker has resigned to return to her home in Whitesburg.

* * *

Boris Bernardi is the new managing director of the Teck Theatre, Buffalo.

MacMurray to Tour

A key city tour by Fred MacMurray and June Haver, his wife, will launch the national release of Allied Artists' "At Gunpoint!" in which MacMurray co-stars with Dorothy Malone and Walter Brennan. Teeing off in Chicago on Jan. 9, the tour will cover also Boston, Pittsburgh, St. Louis, Cleveland, Milwaukee, Atlanta, San Antonio, Houston, Dallas and Ft. Worth.

Johnston to Speak

SPOKANE, Wash., Dec. 22.—Eric Johnston, president of the Motion Picture Association of America, will be a principal speaker at the English-Speaking Union dinner meeting which will be held at the Davenport Hotel here on Tuesday.

Will Affect Booking of Older Films

Change-over to Safety Stock Takes Effect Jan. 1 in Britain

By PETER BURNUP

LONDON, Dec. 22.—Unless he is prepared to undertake extremely costly structural alterations no exhibitor here will be allowed to use nitrate stock as from January 1. The change-over to safety stock is virtually complete; for no exhibitor, particularly the smaller man, can face the inordinately high cost of virtually rebuilding his theatre.

Many cases are already reported of exhibitors returning existing contracts to distributors on the grounds that they are invalidated (in accordance with Cinematograph Exhibitors Association's instructions to its members) by reason of their not providing for acetate stock. It is thought that the change-over may well lead to a minor revolution in trading practices.

Hitherto, a profitable business has been found in the use of old films for one-day bookings such as Sundays, or for Saturday matinees for children. The theory has been that Sabbath evening customers would put up with anything and children prefer old-fashioned Westerns. Flat rate bookings at as low as fifty shillings have been a commonplace. But that obviously will now cease. Small distributors who hitherto have plied a comfortable trade in old films will not be able to afford the cost of reprinting for one-night stands. The cost of an acetate print here is around £60 ($168) and a re-issue obviously must be an exceptional subject to justify such an expenditure.

One likely outcome is that in the very near future the traditional practice of three or six-day bookings will be abandoned in favor of one covering three and four days or seven days.

The higher cost of Sunday bookings inevitable in the change-over lends obvious force to the campaign for the abolition of the Sunday charity levy which CEA has just initiated.

Para. 25-Year Club To Induct 33 Today

Thirty-three Paramount employees, each of whom this year marked a quarter of a century of continuous service, will be inducted today into the company's 25 Year Club.

Adolph Zukor, board chairman and founder of Paramount Pictures, will preside at the induction ceremony, an annual Yuletide event at the Paramount home office. Barney Balaban, president of the company, and other top executives will witness the proceedings. Gold watches, scrolls and service pins commemorating their 25th anniversary with Paramount will be presented to the employees.

Those who will be inducted are: Alexander Blau, Marion Frejmann, Katherine Grzybowski, Evelyn Michaelson, William Ramage, Charles Schierenbeck, Armand Cardea, Harry Doldus, Aimee Elliott, Alexander Kiralfy and Milton Kirshenberg.

Many from Out of Town

Also: Loretta Bachmann, New York; Alberta Collins, Des Moines; Edward G. Chumley, Jacksonville; Robert M. Grace, Washington; Pauline U. Hall, Denver; Vincent A. Kramer, Cincinnati; Lucille E. Mitchell, Memphis; Bernice Roth, Chicago, and Marian P. Stowe, Jacksonville.

Also, from Paramount News: Edward T. Cassidy, Jr., Joseph Coleman, Anna Isokait, Hugo Johnson, Max Klein, Vincent G. Marion, Alfred Nielson, Olympio Pagano and Frank Sudal, and from the Long Island laboratory: Hugh J. Hester, Barabara Schwab, William H. Struhs and Herbert Wissman.

Violations Found in 2 of 25 Film Houses

Two of 25 New York City theatres inspected yesterday by the Fire Prevention Division of the Fire Department were found to have violations, according to Commissioner Edward F. Cavanagh, Jr. The two theatres were the Midtown and the Nemo, both on upper Broadway in Manhattan, the city official reported.

Commissioner Cavanagh, in announcing the results of the fourth day of theatre inspections, stated that violations found in seven midtown New York theatres earlier this week have been corrected. "These inspections demonstrated that the owners of motion picture theatres have been awakened to the responsibility they owe to their highly profitable patrons. Our inspectors found in most of the 23 places free of violations, evidence of very recent removal of rubbish and other combustible material. We are continuing our inspections until we have visited all of the 400 motion picture theatres in the five boroughs."

Louis Eichman Dies

Louis Eichman, father of Cy Eichman, Eastern sales manager for Screencraft Pictures, died Wednesday. Services will be held at the Brettschneider Funeral Parlor here this morning.

Edward Lipson, 60

MILWAUKEE, Dec. 22.—Edward J. Lipson, 60, retired film salesman, passed away here. He had been a film salesman for Metro. He is survived by his wife, Norma

. . . NEWS ROUNDUP

HTC Moves Offices

The Hartford Theatres Circuit has moved its executive offices from 957 Albany Ave. to 492 Farmington Ave. The Albany Ave. facilities, part of the HTC Lenox Theatre building, will be rented to non-theatrical interests, according to circuit officials.

◆

Admissions Rise in Canada

Canadian Government reports from Ottawa that increases were fairly general for theatre admissions throughout the nation between Oct. 1 and Nov. 1 this year in latest survey of cost-of-living index.

◆

Film Series at Yeshiva

The Yeshiva University Film Society has announced that its 1956 program of 21 films of unusual interest will take place here on Thursday evenings at 8:30 P.M., starting Feb. 9 and continuing through March 15. The film series will be shown in five private screenings at Riets Hall.

◆

WOMPI Host to Children

The Charlotte chapter, Women of the Motion Picture Industry, held a children's matinee at the Carolina Theatre this week. The film "Davy Crockett, Indian Scout" was shown. A bicycle, donated by Howard Anderson of Mullins, S. C., was also given away.

◆

Pathecolor Retains Agency

Pathecolor, Inc., a newly-formed division of Pathe Laboratories, Inc., of New York and Hollywood, has named Fuller & Smith & Ross as its advertising agency. Pathecolor will provide a full line of developing and printing of amateur color film under license from Eastman Kodak Co.

Detroit Operators Defer Strike Action

Special to THE DAILY

DETROIT, Dec. 22.—Members of the Motion Picture Projectionists, Local 199, IATSE, have pledged not to go out on strike until such action has been approved by the international union.

Local 199 voted to authorize a strike against the 140 Detroit theatre owners yesterday. It is unlikely that the strike will be called during the Christmas holiday period.

Negotiations, which have been stalemated between the union and theatre owners since their contract expired last Aug. 31, were resumed yesterday. The local's business agent, Frank Kinsora, had no comment.

From UA in 1956 . . .

THE GREATEST STAR POWER

To Our Exhibitor Friends Throughout the World:

You have noted our various announcements of picture projects during this past year. Naturally, we have been proud of the producer, director and writer talents who have taken advantage of the opportunity afforded them through U.A. to enter into independent production.

Recently, in a trade advertisement, we listed the names of this imposing array of creative talents from whose efforts we have promised you a minimum of 90 pictures over the next three years—30 a year. This minimum is actually committed as of now and the 90 or more pictures are either already produced, or in production, or in various phases of script development. As part of this program, we have continuously stressed the importance of star power — of proven box-office values —and to that end, we have in many ways attempted to create inducements to stimulate additional production activity on the part of our stars, so that the good health of our great industry, which is measured at your box-office, could thrive.

Now, at the year-end, as we look to 1956, we are thrilled, as you will be, by the results of this encouragement. We are listing here without frills and simply in alphabetical order, some of the stars who will appear in some of our releases for 1956. There are listed here 35 stars and 29 pictures, which is only a part of our program for 1956. All but a handful of these listed pictures are now in production and principal photography has been completed on most of them; not a single one is scheduled to start later than April 1st or to be released later than Christmas of next year. ***We believe this is the greatest star power ever included in a single year's program of any one company in the history of motion pictures.*** Many of these same stars have numerous other projects not here listed in pre-production preparation for 1957 and 1958. Other stars, such as Joan Crawford, Rita Hayworth, Betty Grable and others, are now in the process of activating their programs.

Other important announcements, adding to the U.A. family of producers, directors, writers and stars will soon supplement this imposing array. We hope that with this exciting line-up, you will feel amply rewarded for your past support of U.A. and that we may merit your ever increasing support, so that we, in turn, can make our contribution to the industry ever bigger and better.

BOB BENJAMIN • ARTHUR KRIM
BILL HEINEMAN • ARNOLD PICKER • MAX YOUNGSTEIN

BUD ABBOTT
"Dance With Me, Henr

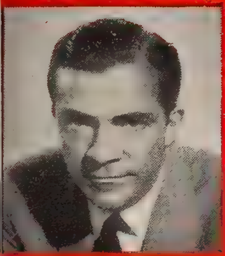
TONY CURTIS
"Trapeze"

CLARK GABLE
"The Last Man In Wagon Mound"

TONY MARTIN
"Frontier Scout"

EDWARD G. ROBINSON
"Nightmare"

IN MOTION PICTURE HISTORY!


DANA ANDREWS
"Comanche"

CLAIRE BLOOM
"Alexander The Great"

RICHARD BURTON
"Alexander The Great"

RORY CALHOUN
"Flight From Hong Kong"

LOU COSTELLO
"Dance With Me, Henry"

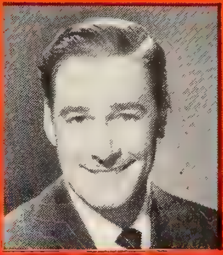
JOSEPH COTTEN
"The Killer Is Loose"

DANIELLE DARRIEUX
"Alexander The Great"

OLIVIA DE HAVILLAND
"The Ambassador's Daughter"

KIRK DOUGLAS
"The Indian Fighter"

RHONDA FLEMING
"The Killer Is Loose"


ERROL FLYNN
"King's Rhapsody"
"Let's Make Up"

HENRY FONDA
"Twelve Angry Men"

CARY GRANT
"The Pride And The Passion"

STERLING HAYDEN
"Bed of Fear"

VAN HEFLIN
"Patterns"

BURT LANCASTER
"Trapeze"

GINA LOLLOBRIGIDA
"Trapeze"

FREDRIC MARCH
"Alexander The Great"

VICTOR MATURE
"The Sharkfighters"

ROBERT MITCHUM
"Foreign Intrigue"
"Bandido"

GEORGE MONTGOMERY
"Huk"

KIM NOVAK
"The Man With The Golden Arm"

JACK PALANCE
"Fragile Fox"

ELEANOR PARKER
"The Man With The Golden Arm"

JANE RUSSELL
"The Big Play"

FRANK SINATRA
"The Man With The Golden Arm"
"Johnny Concho!"
"The Pride And The Passion"

MARK STEVENS
"The Timetable"

ROBERT WAGNER
"A Kiss Before Dying"

RICHARD WIDMARK
"Run For The Sun"

CORNEL WILDE
"Storm Fear"

Corkery

(*Continued from page* 1)

the new Argentine regime appears to be taking all the right steps.

From October on, Corkery continued, "we can import our films without licenses, which we could not do before." Asked whether he attempted to negotiate a new film pact, Corkery responded in the negative, explaining that under the present conditions of a free market, there appears to be no necessity for any film agreement at this point.

Corkery also reported that Argentina exhibitors have addressed an open letter to the nation's president asking for virtual total elimination of all controls on the exhibition of motion pictures there. The MPEA representative in charge of Latin America added, however, there still remains some question of old blocked earnings to be settled at a later date.

Optimistic Regarding Colombia

In Colombia, Corkery said he held talks with government officials on possible easing of a remittance decree. He added that the prospect for relief looks good, pointing out, however, that he does not expect a government decision until some time after the first of the year.

Corkery, referring to the problem in the $2,000,000 Colombian market, explained that up until October, remittances of American film companies were in the official market rate of 2.55 Colombian pesos to one American dollar. But in October, a government decree put earnings of all imports, with few exceptions, in the free market range of 4.05 to 4.11 Colombian pesos to $1.

Women's Clubs Pick 'Bests' of the Year

Two motion pictures—"The Court Martial of Billy Mitchell" and "Marty"—were selected for top honors in the annual "best" selections of the editorial board of the General Federation of Women's Clubs, it was announced yesterday.

Top male acting awards were tied between James Cagney in "Love Me or Leave Me" and Ernest Borgnine in "Marty." Best actress performance went to Anna Magnani for her performance in "The Rose Tattoo."

The General Federation of Women's Clubs, with a total membership of more than 11,000,000 women, also announced that William Wyler was selected as "best director" in 1955 for his "The Desperate Hours."

In addition to "The Court Martial of Billy Mitchell," and "Marty," other motion pictures selected as the "10 best films of 1955" by the Federation were:

"The Desperate Hours," "Mister Roberts," "The Rose Tattoo," "Picnic," "Oklahoma!", "Interrupted Melody," "The Tender Trap" and "The Big Knife."

WARNER BROS: TRADE SHOWINGS DEC 28TH

ALAN LADD · EDWARD G. ROBINSON · JOANNE DRU

"HELL ON FRISCO BAY"

IN CINEMASCOPE AND WARNERCOLOR

with WILLIAM DEMAREST · PAUL STEWART · PERRY LOPEZ · FAY WRAY · Screen Play by SIDNEY BOEHM and MARTIN RACKIN

MUSIC BY MAX STEINER A JAGUAR Production Directed by FRANK TUTTLE Presented by WARNER BROS.

ALBANY
20th Century-Fox Screening Room
1052 Bway. · 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. · 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway. · 2:00 P.M.

BUFFALO
Motion Pict. Operators Hall
498 Pearl St. · 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. · 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. · 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. · 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. · 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. · 2:00 P.M.

DENVER
Ogden Theatre · 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. · 12:45 P.M.

DETROIT
Film Exchange Screening Room
2310 Cass Ave. · 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Sc. Rm.
326 No. Illinois St. · 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. · 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. · 1:30 P.M.

LOS ANGELES
20th Century-Fox Sc. Rm.
1620 W. 20th St. · 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. · 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. · 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. North · 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. · 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 Liberty St. · 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. · 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. · 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. · 1:30 P.M.

PHILADELPHIA
Universal Screening Room
251 No. 13th St. · 2:00 P.M.

PITTSBURGH
RKO Screening Room
1811 Blvd. of Allies · 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. · 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
316 East 1st South · 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. · 1:30 P.M.

SEATTLE
Venetian Theatre
15th Ave. & E. Pine St. · 2 P.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. · 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. · 10:30 A.M.

WB

REVIEW:

Diane

M-G-M—CinemaScope

Hollywood, Dec. 22

All of the production values one might hope for were poured into one dish by producer Edwin Knopf—a fine cast headed by Lana Turner, glorious photography in Eastman color and CinemaScope, rich settings and backgrounds of 16th Century France with Walter Plunkett's arresting costume design to match, and a compelling musical score by Miklos Rozsa. Another dish contains the story and screenplay by Christopher Isherwood, based on John Erskine's story, "Diane de Poitiers," and a full measure of David Miller's direction—and the balance is found wanting.

This reviewer did not enjoy watching all the plush, expensive pageantry and detail in a screenplay that conscripts Lana Turner to incredible heroics, false modesty, corny suggestive dialogue and a superfluous number of obvious costume changes.

Although the main title offers in preface: "A story based upon the life of Diane de Poitiers, one of the most famous and romantic figures of 16th Century France, we call her by her married name, Countess de Breze, but she will always be known to history as "Diane'," this does not seem to furnish sufficient excuse for the development of a screen story which produces in effect a glamorization of a king's mistress.

The guise of historical figures that come to life, with wearisome dialogue establishing their presence, is delegated to Miss Turner as Diane; Pedro Armendariz as King Francis I, with whom she bargains for the life of Count de Breze, her suspecting husband, portrayed by Torin Thatcher; Roger Moore, a handsome, dashing Prince Henri, who falls heir to Diane's charms, and Marisa Pavan, delivering the more commendable performance as Catherine de Medici, who suffers the knowledge that she is sharing the love of Henri with Diane. Sir Cedric Hardwicke has the chore of soothsayer and astrologer whose ill-fated predictions prepare the audience for a series of events that follow.

Diane's happiest moments appear to be fulfilling an obligatory assignment of providing Henri with social graces, dancing lessons, fencing instructions and other grooming requirements befitting a member of royalty. This leads to a natural desire for continued romantics on the part of the prince despite his betrothal to Catherine.

Most of the action is drawn to a plot for control of Europe's power through the royal marriage of French and Italian interests and the premeditated murder of Henri's brother, then Henri, as each ascends the throne. Catherine, now reigning queen of France, turns against her uncle, Henry Daniell, when she learns of his treachery in fronting for related interests with King Philippe of Spain. Daniell commits suicide rather than suffer the torture of a body stretcher for admission of his guilt. Catherine, contrary to general concept, evinces a trait of sympathy as she spares Diane's life and banishes her from court, returning a ring from the dead king's finger to her which signified a bond between the two.

Running time, 110 minutes. Adult classification. Release in January.

SAMUEL D. BERNS

Appoint Taylor

(*Continued from page* 1)

nounced his resignation from CBS-TV in New York, where he has functioned as a business affairs executive for the past three years and more recently as business executive in charge of special projects for the Columbia network.

Cox to Direct

(*Continued from page* 1)

problems, especially TV network practices and problems facing UHF stations. Cox, who is expected to arrive here early next month, has been a partner of the Seattle law firm of Little, Lesourd, Palmer, Scott & Slemmons.

U-I Will Distribute UK's 'Touch and Go'

"Touch and Go," a new comedy from the J. Arthur Rank Organization, starring Jack Hawkins and Margaret Johnston, will be distributed in the United States by Universal Pictures, under its U-I Special Films Division banner, it was announced yesterday by Charles J. Feldman, vice-president and general sales manager of Universal.

"Touch and Go" is a Sir Michael Balcon-Ealing Studios production in Technicolor. The screenplay was written by William Rose, who was responsible for "Genevieve," from an original story he wrote in collaboration with Tania Rose.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 121 NEW YORK, U. S. A., TUESDAY, DECEMBER 27, 1955 TEN CENTS

EDITORIAL

Sustaining the Holiday Upturn

By Sherwin Kane

WITH the current seasonal upturn in theatre patronage, exhibitors everywhere have reason to be optimistic about the future.

Excellent product from all companies is in circulation now and more is ready for release over a period of several months to come. The continuity of quality product ahead gives reasonable assurance of being sufficient to sustain improved business at the nation's theatres for many months after the holiday season.

•

Still other straws-in-the-wind, heartening to exhibitors, are the substantial indications of a renewed product supply from RKO Radio in the near future; stepped-up activity at the Republic studios, and the imminence of delivery of superior product by Allied Artists under its ambitious new production policy, which now is well under way.

There has been enough experience by now to demonstrate that Hollywood's policy of fewer but better pictures can sustain the country's theatres prosperously only if the pictures, in actuality, are better and only if they are not too few in number.

Of late, the sum total of Hollywood releases has fallen short of both requisites.

•

The result has been depressing to theatres because the product failed to draw large segments of the public away from television during the latter's strong competitive season following Labor Day and, the bulk of the releases being aimed at the adult market, considerable juvenile and family trade was left unserved and unattracted to the theatres.

Exhibition may take heart from the evidence now at hand that changes for the better are in the offing. It is indeed a fine note on which to begin the approaching New Year.

Sarnoff Says:

RCA to Exceed Billion Dollar Gross in 1955

Total sales of products and services by Radio Corp. of America for 1955 will exceed a billion dollars for the first time in company history, Brig. General David Sarnoff, chairman of the board, announced in a year-end statement in which he hailed 1955 as the year that saw color television get "off the ground," and predicted that

(Continued on page 2)

Halpern Gets U.A. Ad Post in Europe

Ben Halpern

Ben Halpern has been named United Artists manager of advertising, publicity and exploitation for Europe and the Middle East, Arnold M. Picker, U.A. vice-president in charge of foreign distribution, announced here.

Halpern, who has served at the home office since 1952 as assistant manager of foreign publicity,

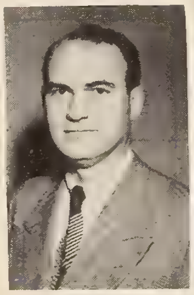
(Continued on page 5)

First Major Film Sale

RKO Radio Sells TV Rights to 750 Films

Report $12,000,000 is Involved in Deal By O'Neil and Matthew Fox Interests

By LESTER DINOFF


Thomas O'Neil

Matthew Fox

Consummation of negotiations between RKO Radio Pictures and C. C. Television Corp., in which the latter acquires the television rights to upward of 750 pictures from the RKO film library, was announced here at the weekend by Thomas F. O'Neil, chairman of the board of RKO Radio and head of General Teleradio.

C. & C. TV, which is a subsidiary of C. & C. Super Corp., a soft drink company in which Matthew J. Fox is a director and stockholder, was reported as purchasing the TV rights to the old RKO films for $12,000,000. Fox represented C. & C. TV in the negotiations with General Teleradio,

(Continued on page 5)

Yule Crowds Hike Grosses Nationally

Christmas holiday crowds at the weekend boosted grosses at first-run situations in New York and elsewhere. The development signalled the end of the pre-Christmas theatre slump.

With many strong new attractions

(Continued on page 5)

Study Extension of 'Scope Write-Off

The possibility of extending the write-off period of 20th Century-Fox CinemaScope pictures was raised by president Spyros P. Skouras in an interim report to stockholders at the weekend.

Skouras explained that the independent accounting firm of the company has been asked to study the situation and to make recommendations. Film rentals of 20th-Fox

(Continued on page 5)

Television Today

IN THIS ISSUE **PAGE 6**

- **Television Today's roving reporter searches out a professional man in the street to get the score on the season to date.**
- **American motion picture producers, working abroad, shoot special material for forthcoming promotional campaigns on Television.**
- **Names Making News in Television Today.**

Wants One Big Trade Association in U.K.

From THE DAILY Bureau

LONDON, Dec. 26.—Hope for a strong combined trade association in Britain was expressed here by Maj. Alfred Davis, chairman of the Cinematraphic Exhibitors Association's London and home counties branch.

The all-industry tax committee, he stated at the branch's annual dinner at the Savoy Hotel, was a step in the right direction. He concluded his speech with a reference to C.M.A.'s (J. Arthur Rank) return to C.E.A. membership.

PERSONAL MENTION

DAN ROSENTHAL, United Artists' branch manager in Cleveland, and family, are in New York from there. His secretary, MARIE WEIGLER, is vacationing in Boston from Cleveland.

•

ELEANOR YANOWITZ of M-G-M's Cleveland office has announced her engagement to HAROLD FRIEDMAN of that city. The couple will be married there on Jan. 22.

•

WILLIAM L. SNYDER of Rembrandt Pictures has announced the birth of his third child, a daughter, DANA, to MRS. SNYDER at the Jewish Memorial Hospital here on Dec. 13.

•

ALEC GUINNESS will arrive in New York from Hollywood on Jan. 14 en route to England.

•

ANN STRAUSS of M-G-M's studio publicity department will arrive here next week from the Coast.

•

ROBERT SAUNDERS, assistant director for M-G-M, will arrive here from Hollywood on Jan. 5.

•

ROBERT WISE, M-G-M director, will arrive here next week from Hollywood.

•

ELIZABETH TAYLOR returned to Hollywood from England over the weekend.

RCA Grosses

(*Continued from page* 1)

it would continue to gain in momentum.

Noting that the 1955 business of RCA would put the company among the top 25 U. S. industrial companies, Sarnoff said that this "is equivalent to more than four million dollars' business for each working day of the year," He said that at the beginning of 1920, when RCA commenced its operations, the volume of business was running at the rate of $1,000,000 a year.

"Our achievements in electronics, radio and television establish 1955 as our best year on record and I look forward to 1956 as a year of continuing progress," he stated.

Commenting on color TV, Sarnoff said that this medium will make an impact on the American home and the nation's economy. "In 1956, color programming will be substantially increased by the National Broadcasting Co. and we hope by others in the broadcasting industry." He predicted that "the sale of color sets will eventually exceed the sale of black-and-white sets."

JDA Cites German For '55 Drive Role

For playing a leading role in the Joint Defense Appeal's 1955 campaign, William German, head of the film stock firm bearing his name, was honored by the JDA last week.

William German

German, chairman of JDA's motion picture division for 1955, received his award at the annual JDA Day ceremonies in The Harmonie Club for "having attained the largest single number of contributions." Harry Brandt, president of the Independent Theatre Owners Association, was 1955 co-chairman of the division.

Fox Named Ascap's Chicago Manager

The appointment of William E. Fox, Jr., as district manager of ASCAP's Chicago office, was announced here by J. M. Collins, ASCAP sales manager, last week.

Fox, who since July, 1954, has served the Society as a representative in the TV and radio station relations division, will replace the late George Kopp, for many years ASCAP's Chicago district manager.

Collins also announced the appointment of Martin Meltzer as supervisor of the Central division, with headquarters in St. Louis.

Erie Mayor Fights Objectionable Films

ERIE, Pa., Dec. 26.—Mayor Arthur Gardner has announced that he would request the Pennsylvania State Board of Censors to be more careful in keeping objectionable films off the screens in Pennsylvania Theatres.

The mayor has stated that films which "glorify delinquency" should be kept off the screen, following complaints voiced by several Parent Teacher Associations about Columbia's "Teen-Age Crime Wave."

Penn. Censor Board Passes 'Golden Arm'

PHILADELPHIA, Dec. 26.—The Pennsylvania State Board of Censors has given approval to United Artists' "The Man With The Golden Arm."

The censor board gave the film a green light since another picture, dealing with narcotics, "She Shoulda Said No," was passed earlier after a court battle.

Fox Filming 7 This Week

Twentieth Century-Fox will have a total of seven top-budgeted CinemaScope attractions before the cameras in Hollywood, Hawaii and London this week, marking the highest number of pictures placed in simultaneous production by the studio since the introduction of CinemaScope two years ago, the company said in a statement at the weekend.

The accelerated program, geared by vice-president Darryl F. Zanuck to the filming of 30 CinemaScope pictures in 1956, is designed to meet exhibitor requests for more product, it was stated.

'Carousel' Being Edited

The seven pictures are "The King and I," "The Man in the Gray Flannel Suit," "The Revolt of Mamie Stover," "23 Paces to Baker Street," "The Sixth of June," "The Proud Ones," and "Hilda Crane." Three films currently being edited set for release between January and March are "Carousel," "On the Threshold of Space" and "The Bottom of the Bottle."

By-Pass Theatres Files Trust Action

PHILADELPHIA, Dec. 26.—By-Pass Theatres, Inc., headed by Harry Chertcoff, has filed an anti-trust action in Federal District Court here seeking a 14-day run following Lancaster, Pa., for its Comet Drive-In Theatre.

Named as defendants in the suit are Universal, Paramount, RKO Radio, Columbia, Warner Brothers, Loew's, Buena Vista Film Distributing and Stanley Warner.

New Paramount Pact For Grant, Hitchcock

HOLLYWOOD, Dec. 26.—In addition to existing individual commitments with Paramount Pictures, Cary Grant, Alfred Hitchcock and Paramount have entered in a three-way agreement to make several pictures during the next few years, the studio has announced.

Grant will star; Hitchcock will produce and direct all the productions.

38-City Tour Set For 'Lone Ranger'

The Lone Ranger will begin a 38-city tour of the U.S. and Canada on Jan. 11 in San Antonio in connection with the opening of Warners' "The Lone Ranger." Masked as always, the Lone Ranger will appear on stage on the opening day of his picture in each city he visits on the tour, which will last until Feb. 25.

Dembow Receives NSS Sales Plaque

George F. Dembow, president of National Screen Service, was presented with a commemorative plaque late last week by vice-president Burton E. Robbins, acting in behalf of the entire NSS sales organization, in honor of the conclusion of the George F. Dembow Sales Tribute and his birthday.

George Dembow

The plaque read: "Presented to George F. Dembow on the occasion of his birthday by the NSS sales organization as a token of our esteem to honor a beloved leader and in commemoration of the conclusion of its special sales tribute." Robbins' presentation stressed the regard of NSS' personnel and paid tribute to Dembow's leadership.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"KISMET"
in CinemaScope and Color starring
HOWARD KEEL . ANN BLYTH
DOLORES GRAY . VIC DAMONE
AN M-G-M PICTURE
and The Music Hall's Great Christmas Show

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TV FILM SERVICE CENTER
AVAILABLE
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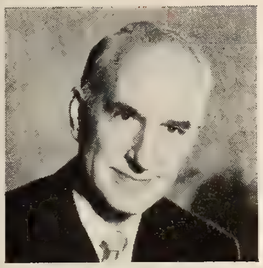
what picture

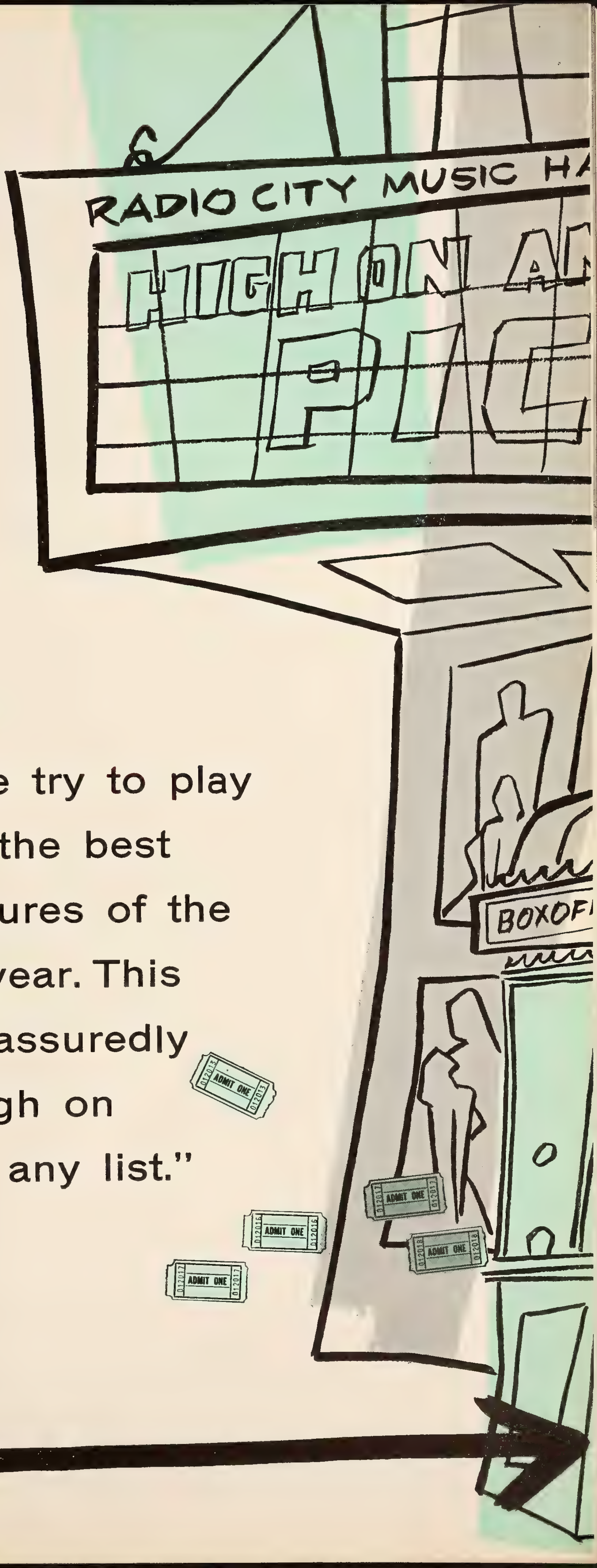
is Russell Downing,



Russell Downing
President and Managing Director,
Radio City Music Hall

talking about when he says:

"We try to play all of the best pictures of the year. This will assuredly be high on any list."


RADIO CITY MUSIC HA
HIGH ON A
PIC
BOXOF
ADMIT ONE

PICNIC
ADMIT ONE

"picnic"

is the
picture Russell Downing
calls
"High
on
any
list"!

COLUMBIA PICTURES presents

WILLIAM HOLDEN

IN

picnic

WITH

KIM NOVAK

BETTY FIELD · SUSAN STRASBERG · CLIFF ROBERTSON

AND
CO-STARRING

ROSALIND RUSSELL

AS ROSEMARY

Screen play by DANIEL TARADASH · Based upon the play "Picnic" by WILLIAM INGE · Produced on the stage by THEATRE GUILD, Inc. and JOSHUA LOGAN
Directed by JOSHUA LOGAN · Produced by FRED KOHLMAR

CINEMASCOPE

TECHNICOLOR

"PICNIC" WILL HAVE ITS PREMIERE AT RADIO CITY MUSIC HALL IN FEBRUARY 1956

PRINTED IN U. S. A.

RKO Radio

(*Continued from page* 1)

which controls the films involved through its summer purchase of RKO Radio from Howard Hughes.

O'Neil, in making the announcement of the sale, stated that the "theatrical rights to these films for the United States and Canada are not involved," indicating that RKO Radio, which is the first major production-distribution company to sell a majority of its film library for use by television stations may still have some plans to re-issue the films to theatrical situations.

Theatrical Films Uppermost

In late July, following the GT purchase of RKO Radio from Hughes for $25,000,000 cash, O'Neil, at a press conference, made it clear that the production of theatrical films will take precedence over his television plans. The first aim is to re-establish RKO Radio as a major producer-distributor, he said then, and continued by stating that the disposal of the RKO film library to television, if and when decided upon, would be on a conservative basis with due regard for re-issue value of theatrical films. It is believed that the bulk of the cash received from the Fox deal will be used to finance new RKO theatrical production.

Immediately afterwards, GT executives began the classification of the RKO Radio film vault and sent out "feelers" to representative television outlets seeking information as to the advisibility of showing films on television and the reception which might be accorded them.

Start in January

C. R. (Bob) Manby, GT vice-president in charge of liaison with RKO Radio in late November told MOTION PICTURE DAILY that the six owned-and-operated GT TV stations would begin the presentation of the first of the RKO Radio Pictures "some time in January." He said then that GT officials expect a minimum TV gross of $40,000,000 from the 752 features and 924 short subjects which have been inventoried from the RKO Radio vaults.

Two weeks ago in Hollywood, William Dozier, newly-elected RKO Radio vice-president in charge of production, declared that the deal with Fox is expected to yield the company $12,000,000 which will be invested in production. Under the terms of the sale, Dozier said that RKO reserves the full rights to remake any and all pictures conveyed in the transaction.

Halpern to U.A.

(*Continued from page* 1)

will fly to Paris on Jan. 2 to take over his new post. He replaces Charles Moses, who has resigned.

Halpern started in the industry in 1946 as associate editor of "The Independent Film Journal," and was associated with Paramount Pictures from 1949 to 1952 as press-book writer and publicity feature writer.

New President Discloses

Loew's to Embark on Three-Point Program at Home, Abroad, in TV

Loew's, Inc., will embark on a three-point program in the coming year, according to Arthur M. Loew, newly elected president, who, in an interview last week with T. A. Wise of "The Wall Street Journal," disclosed that the company will expand its foreign theatre operations, consider further activity in television programming, and release more independently produced motion pictures.

Arthur M. Loew

Declaring the he is not yet ready to give the details of the new policies, Loew was quoted as saying that the company had been too slow in deciding to handle distribution of independent product as the distribution of such pictures has been a big factor in the improved profits shown by other major producers. He said that he expects the annual report for the fiscal year ended on Aug. 31, 1955 to show a decline in earnings from the $6,577,311, equal to $1.28 per share, reported for the previous 1954 period.

Some Films Disappointing

He attributed this to disappointing performance by high budget pictures, such as "The Prodigal," which cost $3,000,000 and has grossed only $2,200,000 thus far domestically, and "Jupiter's Darling," which cost $3,000,000 and has recouped only $1,500,000 in U.S. rentals so far.

The Loew's president said that in the coming year, the M-G-M studios will produce about 25 films and will finance and distribute five other pictures to be made by outside producers.

Loew said that he is optimistic about the outlook for the company's business. He told the "Wall Street Journal" that the current drop in theatre box office receipts reflects mainly the decline in the public's curiosity about new wide-screen projection systems.

Production Salaries May Be Cut

To lure the talent needed to produce the better films, Loew was quoted as saying that it might be necessary to cut production salaries, but increase other forms of compensation, such as profit-sharing participation for stars, writers or producers. He said that the company will move toward getting a larger share of the foreign market, that Loew's now derives 40 per cent of its total income from abroad. He said that he firmly believes that earnings of U.S. product abroad can possibly be doubled. He said that the production company will hang on to the foreign theatre circuit, which now numbers about 45 houses, and will attempt to expand it, with particular emphasis on Germany, Australia and Argentina.

Discussing television, Loew said that in the first year Loew's will have a net profit of $1,000,000 from its television show, "The M-G-M Parade."

He said he has no plans for broad changes in operations and is accepting full responsibility for any mistakes management may make from this point on, whether in production or distribution.

U.S. Reports Grosses Up

From THE DAILY Bureau

WASHINGTON, Dec. 26. – The Commerce Department estimated that gross receipts from motion picture theatre attendance in this country would amount to about $1,300,000,000 this year, and predicted receipts would remain at about the same level in 1956.

The Department estimates that 1954 receipts amounted to $1,220,000,000.

Box-office receipts will stay at current levels, the Department said, because of the increasing number of theatres, particularly drive-ins, and increased production of feature films.

Sees No Loss Abroad

The Department also predicted that "barring any legislative blocks, not now anticipated," the foreign market for U. S. films would also continue good. It estimated that total receipts from abroad for 1955 were about $200,000,000, the same as for 1954.

The figures and predictions on the film industry outlook were contained in a year-end survey conducted by the 25 industry divisions of the Department's Business and Defense Services Administration. Nathan D. Golden heads the Motion Picture Division.

Study Extension

(*Continued from page* 1)

CinemaScope pictures come in over a longer period and also these rentals have been larger in the latter weeks of release than was the case prior to CinemaScope, he stated.

Continued Skouras: "Since it has been the practice of the corporation for many years to write off the cost of pictures in full in 65 weeks from the domestic release date, the slower playoff of CinemaScope pictures, both in the U.S. and Canada and abroad, has had the effect of reducing profits, and this condition is reflected in results for the first 39 weeks in 1955."

PEOPLE

Alfred Starr and **Trueman Rembusch**, co-chairmen of the Committee Against Pay-To-See TV, and **Philip Harling**, committee treasurer, have been commissioned Kentucky colonels for their activities against subscription television.

□

David A. Stretch has been named executive vice-president of Atlas Corp. and **Edward R. Farley, Jr.**, has been named a vice-president, it was announced by president **Floyd B. Odlum**, president of Atlas, which has proposed a merger plan with the inactive RKO Pictures Corp.

□

Paul F. Hand has been appointed assistant to the president of General Aniline & Film Corp. and **Robert M. Dunn** was named acting general sales manager of the Ansco photographic division.

□

George Morris, formerly on the writing staff of Monogram and author of several plays, pictures and television stories, was appointed editor of the American News Reel by its managing director, **E. Glucksman.**

Christmas Crowds

(*Continued from page* 1)

opening and with some of the sturdy hold-overs present, the box-office at most first-run-situations struck a lively pace. Among the newcomers which opened here on the eve of the week-end were "The Court-Martial of Billy Mitchell" at the Criterion, and "Man with the Gun" at Loew's State. Among those being held over are three musicals, "Kismet" at Radio City Music Hall, "Oklahoma!" at the Rivoli, and "Guys and Dolls" at the Capitol.

Meanwhile, MOTION PICTURE DAILY field correspondents, reporting on the regional picture, said that in Cincinnati, Bob Morrell, general manager of S. & S. Amusement Co., feels that with Christmas past, the box-office status should improve. Morrell felt that the pre-Christmas lull was worse this year than last, pointing out that this year there are no pictures comparable to "White Christmas," released last year at this time.

From Portland, Ore., came news on the eve of the Christmas holiday that despite an early series of snowfalls, downtown theatre managers expect the better line-up of product to register well at box-offices there.

Comdr. John Williams

CLEVELAND, Dec. 26.—Funeral services were held here last week for Commander John Williams, son-in-law of Frank Masek, National Theatre Supply manager here. Comdr. Williams, who was killed in a Memphis automobile accident, is survived by his wife, Jewel, and three children.

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

Ziv Year-End Report

► As the year draws to its inevitable end, Ziv TV president John L. Sinn reports 1955 to have been the biggest in the history of the company in terms of sales and production. As of last week a total of 2,278 television clients, ranging from national advertisers to local merchants, are sponsoring various Ziv shows in a total of 280 markets. This compares with a total of 142 clients in only 61 markets at the close of 1950. It should be noted too that 76 per cent of the original client list still are in the fold. The company's 1955 gross dollar volume is up 42 per cent over 1954 and equal to the combined 1950-51-52 volumes. The 1956 goal, said Mr. Sinn, is 38 per cent above the footage filmed in 1955, which was 3,227,418 feet or, for those who like to visualize such things, enough to reach from New York to Chicago.

The Reason Why

► H. Leslie Hoffman, president of the Radio - Electronics - Television Manufacturers Association, in a statement released yesterday, estimates that approximately 7,750,000 TV sets will have been manufactured by the end of the year—400,000 more than last year—and that more than 7,600,000 will have been bought by consumers, compared with 7,300,000 in 1954, the highest previous year. Consumer purchases, says Mr. Hoffman, were stimulated by new cabinet styling, simplified controls, while new and exciting programs made second set sales easier. The "most significant merchandising development," he says, "was the breakthrough of color television both in manufacturing and broadcasting." And he adds that "exposure to color programs and sets, rather than price, is the determining factor in public acceptance" of color TV.

For the Merchants

► The all-out RCA-NBC campaign to sell color television among other devices, will feature a special, closed-circuit demonstration in New York for the benefit of National Retail Dry Goods Association, meeting for their 45th annual convention in January. As announced by Robert W. Sarnoff, NBC president, the closed circuit show will be called "Wide Wide Window" and will be designed to show the retailers how they "can use color television profitably in merchandising and advertising." The show will originate at the Colonial theatre and be beamed to 40 color receivers set up in the Grand Ballroom of the Statler Hotel.

A Negative Factor

► The networks seem to be taking over from the motion picture studios in the matter of long-term contracts with performers. NBC-TV, which pioneered the idea by tieing up Milton Berle for just about the rest of his natural life (30 years), last week announced the signing of Dean Martin and Jerry Lewis for five years and Eddie Fisher for 15 years. The network also has some other tricky deals with current unknowns whom they hope to build to star status. Over at CBS-TV they have Jack Benny and Jackie Gleason on "termers" and Judy Garland on a three-year pact, which might be the equivalent to a 40-year contract with anybody else. There is one significant (negative) factor, however, about these contracts: all the people involved are either comedians, comediennes and/or singers. Why dosn't somebody start signing up some of the young dramatic talent that is around? Not only do these people usually have the longest professional life expectancy (to make it a sound financial investment), but they are the ones who find it toughest going in the early days of a career.

SDG Nominations

► Those six directors nominated for the Screen Directors Guild's third annual TV film award have selected the films which each deems as representative of his "outstanding directorial achievement of the past year." They are "The Executioner," Robert Florey, Four Star Productions; "The Collar," Roy Kellino, Four Star Productions; "The Windmill," James Nielsen, Revue Productions; "Mercy Wears an Apron," Ted Post, Medic TV Productions; "Night in the Big Swamp," William Seiter, Meridian Pictures; and "The Little Guy," Don Weis, Lewman, Ltd. The films will be screened at the Guild's theatre in Hollywood next month for final balloting. The winners will be announced January 29.

New Affiliate

► Effective January 1, 1956, KMTV, Omaha, will become a basic NBC-TV affiliate. The station, which has been on the air since 1949, is owned by the May Broadcasting Company.

The Man Who

► The man who will direct the forthcoming inquiry into radio and television broadcasting for the Senate Interstate and Foreign Commerce Committee is Kenneth A. Cox. The vital statistics: he is a lawyer, 39, from Seattle, a member of the firm of Little, Lesourd, Palmer, Scott and Slemmons, University of Washington graduate, former Army officer.

For 50 in 1956

► Some 50 small communities throughout the country, presently without television for one technical reason or another, will in the course of the new year start receiving programs by cable, according to the schedule of Trans-Community-Television Network, Inc., which starts operations next month. ABC-TV Friday signed contracts to provide Trans-Community with kinescopes. These markets, incidentally, provide advertisers with about as captive an audience as they'll ever get.

In Our View

THIS corner is back again at what appears to be an old stand, the matter of the Television commercial. There is, in this opinion, probably no single aspect of the whole scheme of television output of greater importance. The reason is simplicity itself. Poor, questionable or downright bad commercials can do more to alienate the television audience in its home (where it definitely is not a captive audience) than anything else.

On a recent occasion, Earl J. Hudson, former motion picture executive and a showman of note, in his capacity as vice-president of the western division of the American Broadcasting Company, told a Hollywood group that "imagination and showmanship" in commercials were the two key weapons in the fight against audience indifference. The viewer's attention, he said, must be won with "imaginative agility." He reported a survey showed the ideal commercial as "short, sincere, humorous and cartoon", based on expressed viewer preferences.

Most particularly it is necessary that those responsible guard well against the commercial which is too long, and one which is too often repeated during a given program. There is nothing which will more readily infuriate a viewer than a commercial message which is repeated to the point where it interferes with his enjoyment or appreciation of the entertainment provided. It must be remembered that a woman may pick up a newspaper to "look at the ads." She definitely does not turn on the television set for that purpose.

The ridiculous, the over-exaggerated, the unpleasant, the too long must be avoided. Let the viewer leave the set with the subconscious feeling that the advertising message was conveyed neatly, amusingly, unobtrusively, and that message certainly will be more effective. Make sure we leave 'em smiling, not snarling, after they've seen the commercial.

—Charles S. Aaronson

Who's Where

ERIK HAZELHOFF has been appointed director of program sales for NBC-TV, it is announced by **MICHAEL H. DANN**, vice-president of program sales for the NBC Television Network.

HARBEY V. FONDILLER has joined the publicity department of WRCA-TV, New York, as a staff writer.

LEE BLAND, DAVID W. DOLE and **GORDON MINTER** have been named vice-presidents of the Leo Burnett Company, the first in charge of the broadcasting production division, the second of the broadcasting business division and the third head of film production. Mr. Bland and Mr. Dole have quarters in Chicago, Mr. Minter in Hollywood.

RICHARD L. LINKROUM has been appointed executive producer of NBC-TV participating programs, it is announced by **MORT WERNER**, vice-president of national programs. He also announced these promotions: **GIRAUD CHESTER** to general programming executive; **ALVIN COOPERMAN**, program supervisor, and **RICHARD B. JACKSON**, manager of participating programs.

DAVID SAVAGE, E. H. EZZES, MONROE MENDELSOHN and **JOEL SPECTOR** have been named to a special program development committee for Guild Films, to work in conjunction with the program department. The announcement was made by **RUBE KAUFMAN**, Guild president.

CHICAGO

CHICAGO: WGN-TV's exclusive western features, starring Gene Autry and Roy Rogers, and eight half-hour film shows topped their October quarter-hour ratings. The Autry-Rogers films, Mondays through Fridays from 7 to 8 P.M., racked up considerable gains, according to the Telepulse report for November.

•

In forecasts of the 1956 market for color TV receivers, television manufacturers have made some interesting predictions here. Their predictions ranged from 150,000 to 300,000 sets. The 150,000 sales forecast was made by Dr. W. R. G. Baker, General Electric Company vice-president. About a week ago, H. Leslie Hoffman, president of Hoffman Electronics Corp. and of the Radio-Electronics-Television Manufacturers Association suggested 300,000. Don G. Mitchell, president of Sylvania Electric Products, Inc., who said, "Color is on the way after a slow start," came up with a forecast of 200,000. Robert W. Galvin, executive vice-president, Motorola Corp., also is of the opinion that color TV set sales will approach 200,000 sets in 1956. Recently, David Sarnoff said that Radio Corp. of America alone would produce 200,000 sets next year. For the more distant future, Mitchell of Sylvania said it would take about six years for color TV unit sales to catch up with those of black-and-white sets. Motorola's schedule shows industry sales at an annual rate of 1,000,000 color sets by the middle of 1958.

•

Fred Niles has announced here his resignation from Kling Film Productions, effective December 15. He has been with the firm as executive vice-president since he launched it in 1947. Robert Eirinberg is president of both the film company and the parent firm, Kling Studios, Inc.

Man in Street Cocks a Keen Eye Back Over His 1955 TV Tube

by VINCENT CANBY

TO LEARN SOMETHING of the general public reaction to the TV season to date, Television Today sent out a roving reporter to talk to the man in the street. The following are excerpts from an interview with Harry ———, Queens resident, 40 years old, married and the father of two children. The time: 2:30 P.M., EST, Wednesday, December 21, 1955. The place: northeast corner of the Avenue of the Americas and 50th Street, New York City.

Q.: Your occupation?

A.: Man in the street.

Q.: That's your occupation?

A.: It's a living.

Q.: Do you keep your ear to the ground?

A.: Certainly.

Q.: And your finger on the public pulse?

A.: Constantly.

Q.: Very good. Do you watch television?

A.: Yes. I also listen to the radio and can give you my list of the 10 best movies of the year. That's what you guys usually want about this time.

Q.: We're just interested in television. Now Mr. ———?

A.: Just call me Harry. My wife's Alice and my kids are Benjy and Maud.

Q.: All right, Harry, what would you say was the most important single development about television in the last three months?

A.: Color. The big increase in color telecasts.

Q.: How do you like them?

A.: Terrific. Of course, I see them in black and white.

Q.: Are you planning to buy a color set?

A.: Are you kidding? On my pay?

Q.: What would you say was the second most important development?

A.: Over-all-wise?

Q.: Yes.

A.: The move into television of the Hollywood film people.

Q.: What's your impression?

A.: Like you guys say, wait-and-see.

Q.: Wait and see? They've been on for three months.

A.: Well . . . They were pretty shaky to begin with, the MGM Parade, Warner Brothers Presents and The 20th Century-Fox Hour. Now, however, they all seem to be getting better, although the MGM Parade still is too fragmentary. You must know that Warners are scuttling the "King Row" bit and 20th-Fox will soon start presenting original stories. So it's still, wait-and-see in my book.

Q.: Do you think the network program schedules have turned out to be as exciting as they sounded when they were announced.

A.: Mostly, yes.

Q.: Which in particular?

A.: NBC-TV's Producer's Showcase series and those Ford Star Jubilees on CBS-TV. Also my kid, Benjy, has flipped over ABC-TV's Mickey Mouse Club. He can't tell the show from the commercials, which is just as well, perhaps. He hasn't taken off his Mickey Mouse hat in two months. I'm afraid he's going to lose his hair.

Q.: Which are your favorite spectaculars?

A.: All of them. Maybe especially NBC's "Our Town," with Eva Marie Saint and that "Love and Marriage" song; Joe Ferrer as "Cyrano." CBS-TV had some sparklers too, Mary and Noel, "The Caine Mutiny Court Martial," and the Judy Garland show, though all the talk about her health made me so nervous I was a wreck at the end of the show. That's something the publicity boys might consider. On the whole, however, these shows point up the potential of TV as just about the greatest and most influential medium of entertainment the world has ever known. It gives you an eerie feeling to think about it but, as a man in the street, I'm not supposed to say that.

Q.: Why not?

A.: My principal function is to report facts. A survey bureau calls me up and asks me what I'm looking at. They don't want to know why. Sometimes I'm looking at a certain station just because I'm waiting for the next show to come on. Things like that.

Q.: What are your favorite new shows?

A.: CBS-TV's Phil Silvers and half-hour Honeymooners series. I also get a charge out of Alfred Hitchcock. NBC-TV's Wide Wide World is a fascinating business, although I'm beginning to think that all they do in Juarez, Mexico, is dance in the village square. Also tops is Fred Coe's Playwrights '56, on NBC-TV, which still doesn't give the actual playwrights the prominence they deserve but does give men in the street like me pretty meaty stuff to ponder. Alice says she likes NBC-TV's Matinee Theatre, which must be true because she's usually glassy eyed when I get home. She's very conscientious about watching shows for the housewife.

Q.: How about some of the simpler new shows?

A.: Like Jane Wyman's Fireside Theatre? Good stories, soundly acted and produced. Navy Log? Likewise, with some especially good action photography. In some of the others, Wyatt Earp, Crossroads, Frontier, it all depends on the night you watch.

Q.: Any remarks about the holdovers from last season?

A.: I wouldn't be a man in the street if I didn't. I'd say that Robert Montgomery, Herbert Brodkin (of Goodyear and Alcoa) and the U. S. Steel people are doing an amazing job of coming up with intelligent scripts, considering the rate with which they are devoured. Ed Murrow has also done two fine, expanded See It Nows and Maurice Evans and Alistair Cooke have carried on with taste and intelligence. So has Studio One.

Q.: How about the situation comedies?

A.: We never miss one and can hardly tell one from another.

Q.: The jackpot programs?

A.: Alice and I are not basically venal. We found that out with The Big Surprise.

Q.: What about Hope, Berle, Raye, Skelton, Benny, Gobel?

A.: We watch them all, and sometimes wonder why.

Q.: Well, Harry, I guess that just about covers it. Have you any miscellaneous thoughts?

A.: I still got that list of the 10 best movies. Also my ideas on whether or not Ike will run, the real meaning of the shakeup in the British cabinet and how I feel about Third Ave. without the El. Will you buy them?

Q.: Not today, thank you.

Passing in Review

NO WELL-INTENTIONED MISANTHROPE could possibly have escaped the spirit of Christmas last week as it poured forth from the nation's television industry as from a horn of plenty. The celebrants ranged from Tony Martin to Rin Tin Tin, from Topper to Highway Patrol and from Sergeant Friday to Long John Silver. ABC-TV's The Vise featured a story called "Gift from Heaven," which had nothing at all to do with Christmas really, being about a man whose wife was intrigued by his best friend.

The most successful of the holiday offerings were CBS-TV's jolly Christmas party with the Barnum & Bailey Circus (December 16) and NBC-TV's "Christmas Till Closing," a Goodyear presentation (December 18) starring Jessica Tandy and Hume Cronyn and lampooning the kind of commercialization of Christmas which so many of TV's situation comedies inevitably suggested. Also last week NBC-TV's Today offered a daily segment devoted to visiting churches of various denominations throughout the country, listening in on the choirs and having a word or two from the local pastors. These remotes were informative, interesting and handled with laudable simplicity and taste.

CBS-TV's Ford Star Jubilee Saturday night (December 18) came up with its first miss, "I Hear America Singing," after a succession of three solid hits, which still is pretty good. The same network's Omnibus the next afternoon offered a couple of conclusive reasons why Oscar Wilde's "Salome" is done so infrequently: it's practically unactable as drama and even in an intelligent production, the verse comes across as flyweight imagery. Eartha Kitt, no great shakes as an actress, did, however, contribute a dance of the seven veils that was a lulu. NBC-TV's Steve Allen presided over one of his top shows Tuesday night, comprising an interview with author Walter Lord, a skit satirizing various cliches used in films to denote passing of time, and the master's on-screen contribution of a half-pint of blood to the Red Cross. Elsewhere in the week:

PLAYWRIGHTS '56: "The Waiting Place," NBC-TV, 1 Hour, 9:30 P.M., EST, Tuesday, December 20, 1955. Live, from New York. For Pontiac.

Playwrights '56 turned out another superior show the other night, this time hardly more than a dramatic mood. Tad Mosel's "The Waiting Place," although quite reminiscent of Carson McCullers' "Member of the Wedding," told its story of a young girl's growing up with humor, imagination and a certain amount of originality, at the same time providing Kim Stanley with a role that was challenging, to say the least. As the lonely teen-ager on the brink of maturity, Miss Stanley performed with vitality and honesty. If her manner and style more than a little suggest those of Julie Harris, Janice Rule and Geraldine Page, it should be attributed to a similarity in quality among our finest young actresses who these days have a particular affinity for inarticulate pain. Providing good support to Miss Stanley were Frank Overton, as her understandably baffled father; Dorrit Kelton, as her grandmother, and Louise Platt, as a spinsterish cleaning woman. Arthur Penn directed and Fred Coe, of course, was producer.

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MGM PARADE, ABC-TV, ½ Hour, 8:30 P.M., EST, Wednesday, December 21, 1955. Film. For American Tobacco (alternating with General Foods).

MGM's assorted bon-bons this time were wrapped in Christmas foil. Lead-off item was a brief excerpt from "Meet Me in St. Louis," with Judy Garland singing "Have Yourself a Merry Little Christmas" to a juvenile Margaret O'Brien, followed by an extensively cut version of MGM's 1938 release, "A Christmas Carol," starring Reginald Owen, and concluded by a clip from the current "Kismet," with Ann Blyth and Vic Damone singing "Stranger in Paradise." The clips looked like what they were, but the "Christmas Carol" was surprisingly good, considering it had been cut to an approximate 20-minute running time from the original 60 minutes. With George Murphy as genial host, Leo the Lion did not intrude too noisily.

SCREEN DIRECTORS PLAYHOUSE: "The Silent Partner," NBC-TV, ½ Hour, 8 P.M., EST, Wednesday, December 21, 1955. Film. For Eastman Kodak Co.

Director George Marshall, whose theatrical motion picture credits include some of the screen's top comedies, was more than a little handicapped in the script for his contribution to this series. "The Silent Partner," starring three great screen veterans—Buster Keaton, Zasu Pitts and Joe E. Brown—has some good moments but they are random. The story is a sentimental and slapstick vignette about a former silent screen star, Keaton, who, in the course of a current Academy Award ceremony, is rediscovered by his former director, Brown. Most of the action takes place in a fairly lively lunch room, and includes several extensive slices from a simulated, old silent film comedy. Had "The Silent Partner" a more clearly defined point of view, to emphasize either the present situation or the one of the past, it might well have been one of the series' best. To add authenticity to the Academy proceedings—seen via the lunchroom TV screen—Bob Hope makes a special guest appearance as master of ceremonies.

THE MILLIONAIRE: "The Story of Wilbur Gerrold." CBS-TV, ½ Hour, 9 P.M., EST, Wednesday, December 21, 1955. Film. For Colgate-Palmolive-Peet Company.

Rhys Williams offers the role of embittered, unwillingly pensioned and impecunious former college professor, for whom Christmas is anything but joyful. In keeping with the season, this number of the series has a Christmas "message." It reaches a bit into the bag of cliches, but manages to come through reasonably well, if the viewer is willing to accept the thematic possibility that a check for $1,000,000 (tax-free) could land in one's lap. Williams, reduced to the paying but disturbing job of a department store Santa Claus, finds himself drawn to the spirit of the season despite himself, and when the million arrives, is able to cast a couple of miracles in the shape of bringing a couple of soldiers home from Japan for Christmas leave. Marvin Miller, Cheerio Meredith, Michael Bryant and Evelynne Eaton are satisfactorily cast. It's a Don Fedderson production.

FATHER KNOWS BEST. NBC-TV, ½ Hour, 8:30 P.M., EST, Wednesday, December 21, 1955. Film. For Scott Paper Company.

There is a quality of naturalness about Robert Young's performance as the "Father" in this successful series which has a good deal to do with the result. He has also able support from Jane Wyatt as his wife, and from Elinor Donohue, Billy Gray and Lauren Chapin as their children. Again, of course, geared to the Christmas season, Father decides his family cares too little about the old-fashioned verities connected with Christmas, and compels them to accompany him into the hills for a real Christmas tree. A snowstorm strands them and they come upon a cabin, whose occupant, Wallace Ford, brings them a notion of what Christmas might mean. When the forest ranger arrives to take in the usurping Ford, Young persuades the ranger to cover the situation for the benefit of the youngsters. It's all good fun, well handled, capably produced and seasonably entertaining. William D. Russell was the director of the Rodney Young production for Screen Gems.

FILM COMMERCIALS FOR FILMS MADE ON LOCATION OVERSEAS

Some of that world-wide "location" atmosphere that's been adding authenticity, to say nothing of certain style and class, to an increasing number of theatrical motion pictures recently, soon will be showing up on the nations TV screens.

The importance of television as an advertising-promotion medium for feature films has shaped a new trend among American producers working on location in Europe. At hand last week were reports of at least three such producers who had actually added shooting days to production schedules in order to make advertising and promotion footage—not to be confused with "trailers" or "clips" in the usual sense.

The trend is reported to have begun earlier this year when Sheldon Reynolds added several extra shooting days to his feature-length "Foreign Intrigue" to film special footage with Robert Mitchum in Sweden, Vienna and on the Riviera for ultimate TV consumption. In addition, Mr. Reynolds put together a special 10-minute TV-slanted news subject detailing how the piano theme of the Intrigue TV series was expanded, orchestrated and recorded in Paris for the feature.

Currently in France producing and directing "Ambassador's Daughter," Norman Krasna has followed a similar procedure, filming eight TV commercials (one-minute spots and 20-second station breaks) with his stars Olivia De Havilland, John Forsythe and Myrna Loy. Mr. Krasna also plans an eight-minute featurette on the film. In Rome, director King Vidor is preparing a so-called "prestige" short subject on the historical scope of his production of Paramount's "War and Peace."

There is an interesting sidelight to the business. By law in several European countries, notably France and Italy, a short subject must be played with a feature film, receiving automatically three to seven per cent of the main feature's gross. American producers who release a short subject, appropriately dubbed with a language track, as a package with their main feature, can thus take a share of the full gross. In most cases, this is enough to cover the costs of the featurettes and even to produce a profit.

HOLLYWOOD, U. S. A.:

HOLLYWOOD: Emergence of the dramatic anthology as a dominant TV form has stepped up the disintegration of the so-called "star system" by influencing the public to base its entertainment preferences more on production, director and writer credits than on the cast, according to **Hal Roach, Jr.**, in the capacity of executive producer of one of TV's top anthologies, Screen Directors Playhouse.

"Within the period of a few years," Mr. Roach asserted, "TV had educated the public to identify entertainment quality with its real common denominator, the series, rather than the individual show. They may like an actor in a legitimate role, and they may appreciate the director's superb comedy touch, but what the public remembers is that they saw a good show on a certain series and that they want to tune in again next week to see another good show."

"It is in the nature of the medium itself that people identify quality, or the lack of it, with its production origin, and even with its sponsors, rather than its players. After decades of trying to sell the public on the idea that studio trademarks are in themselves symbols and guarantees of quality, Hollywood still finds that it has to pretty well sell every picture from scratch on its own merits. Maybe TV is just lucky."

Mr. Roach pointed out that these conclusions in no sense belittle the importance of the directors and the stars, but stress them because the series achieves its lustre from their individual contributions to each program.

Jim Morgan, director, and **Herb Hoffman**, supervising editor of **Don Fedderson's** new TV quiz series, "Do You Trust Your Wife?", claim they have discovered a new synchronizing system for the multiple cameras used on the show, which will simplify the shooting operation and save three days' work in the cutting department. The boys have applied for a patent based on a modification of the standard Mitchell camera. . . . **William Kayden**, producer, and **William Bennington**, director, veterans at handling the New Year's Day pageantry of the Tournament of Roses Parade and the Rose Bowl football game, are teamed again to handle the second colorcast of the annual event for the NBC-TV network.

◆

Response to the Four Star Playhouse TV presentation last week of "One Way Out" has resulted in the scheduling of a feature-length motion picture to be made some time late next year under the Four Star banner with **Ida Lupino** again in the starring role. Plans are to have **Roy Kellino**, who directed, and **Richard Carr**, who wrote the teleplay, repeat these chores on the screen version. . . . **Jeanette MacDonald's** dramatic television debut on "Screen Directors Playhouse" will be the series' most ambitious production to date, with song writers **M. K. Jerome** and **Ted Koehler** contributing their talents. The team has composed two original numbers for the program, an Irish lullaby, "Wee Rose of Killarney," and a musical jingle, "Fluffy Cloud Mattress."

The Show-Makers

***Leona Powers** and **Marian Russell** are the featured performers on the new 4 P.M., EST, program on NBC-TV, Date With Life. The five-week story was written by **Art Wallace**. **Eugene Burr** is executive producer, **Wally Chateauvert** produces and **Lela Swift** directs.*

◆

***Bruce Anderson**, director of the CBS-TV series, Wanted, has returned to New York, after six weeks of shooting in 30 states.*

◆

***Allyn Edwards** will be the host of the Afternoon Film Festival, which will be seen as a new series Monday through Friday, 3 to 5 P.M., EST, over the ABC-TV network, starting January 16.*

◆

***Donald Gray** will portray Mark Saber, TV detective in the program, The Vise, over the ABC-TV network. He bowed in with the December 23 show. He was selected by **Edward** and **Harry Danziger**, producers of the series.*

◆

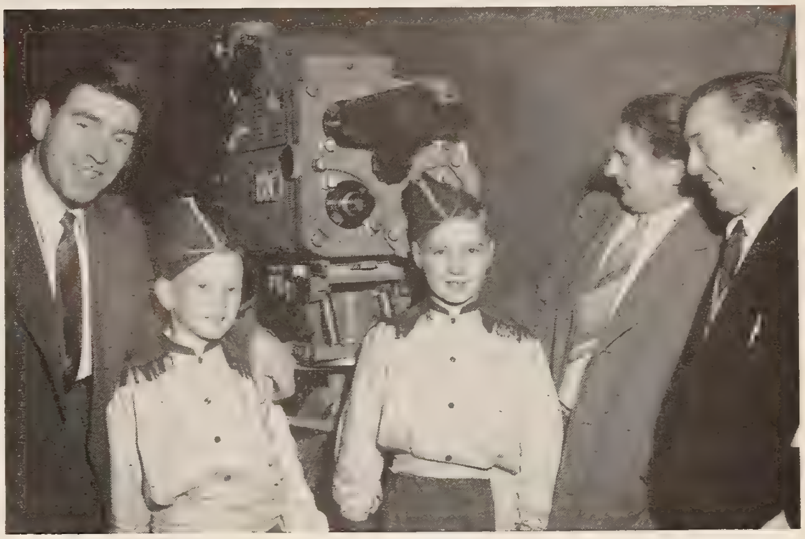
***Gary Merrill** and **Nina Foch** will star in "Yacht on the High Sea," which will be the drama on the 20th Century-Fox Hour for General Electric over CBS-TV, January 11. **Ted Post** will direct.*

◆

***Fred Freed** has been named script editor of NBC-TV's Home program, beginning January 2, succeeding **Al Morgan**.*

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

TELEVISION HOVERING OVER IRELAND



TELEVISION COMES TO IRELAND, and Government spokesmen who predicted it's a "long way off" now are beginning to see the cloud no bigger than a man's hand. The scene above is at the first "live" telecast, from the Theatre Royal, Dublin, Ireland's largest. The people are BBC's "Man with the Mike," Robert Beatty; two boys from the Ballyfermot Boys' Band; BBC producer Dennis Monger, and Radio Eireann's Roy Croft. The trouble with the picture, from the Irish point of view, is said to be, firstly, the enterprise interpreted also as "push" is BBC's, and secondly, the relay system boosts signals to BBC's station at Divis, near Belfast. The Irish thus receive very clear signals indeed from Northern Ireland.

TELEVISION IN BRITAIN

LONDON: AR (Associated Rediffusion) who run the London weekday programmes, has now followed the London weekend contractor ATV (Associated Television) in dropping its morning programmes. This means that from January 7, AR will transmit 30 hours instead of the present 32½ hours a week. ATV maintains its weekend "air time" by a rearrangement of afternoon and evening programmes. Lack of demand is the reason assigned for this latest change in the programming schedule.

This announcement came on a day when morning advertising had dropped to zero and the total for the day less than £9,000. Average cost of a TV programme is £2,000 an hour and it is estimated that £20,000 must be taken a day to cover costs.

Film producer Herbert Wilcox has taken a long lease of the Brighton studios on Britain's south coast where he will make TV films in association with Bernard Delfont. All artists under contract to Mr. Wilcox and Mr. Delfont will be available for these films. They include such talent as Anna Neagle, Norman Wisdom, Eileen Joyce, Ruby Murray, Winifred Atwell and Joan Regan.

Mr. Wilcox said that his TV activities will not affect his cinema producing interests. He has three such films lined up for 1956. His TV films will be of an international character for world distribution. Production is scheduled to start in February. Earlier it was announced that Mr. Delfont had signed an exclusive contract with the Incorporated Television Programme Company, of which Val Parnell is managing director.

AR—contractors for commercial TV's London weekday programs—has already discovered that the customer is always right. A reshuffling of serious and cultural programs is announced in order to give the public what it wants. Audience research has shown that thousands of viewers have been switching off concerts and educational talks.

Major changes involve the Halle Orchestra concerts, conducted by Sir John Barbirolli. These hourly shows have been cut to 30 minutes and shifted to 10 p.m. Programs such as "Foreign Press Club," "Man's Best Friend," a dog feature, and news bulletins have been moved to a quieter viewing time. Others have been completely eliminated.

To replace these programs AR has bought an American series of adult cowboy films entitled "Gun Smoke," and 78 Douglas Fairbanks film dramas. At weekends the popular London Palladium variety show will be extended and the successful jackpot game "Beat the Clock" will have its own show.

—WILLIAM PAY

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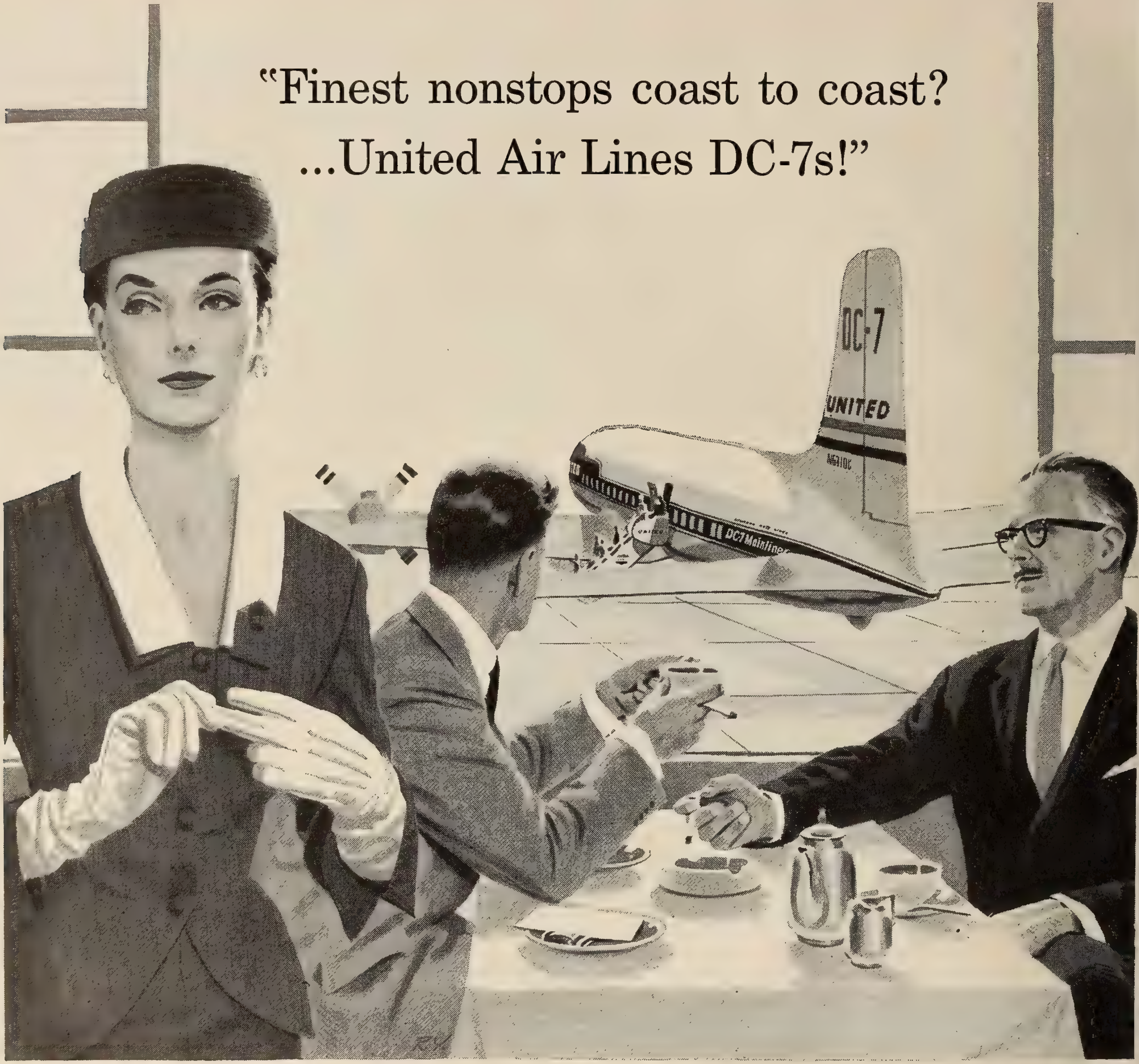

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C & C Head Says:

Fox Setting Up TV Sales Unit For RKO Films

Features, Shorts Are Available Immediately

By LESTER DINOFF

The features and shorts acquired by C & C Super Corp. from RKO Radio Pictures are available for immediate distribution to independent and some network television outlets, according to Walter S. Mack, president of C & C Super, who yesterday disclosed that Matthew Fox is now in the process of setting up an organization which will handle the domestic and foreign sales of the films.

Mack said that the RKO Radio pictures "which will be released in an orderly fashion" will be sold by

(*Continued on page* 6)

See Price Cut For TV Film

The immediate sale of the RKO Radio Pictures film library to U. S. and Canadian television outlets "may drive television film prices down" even lower than they now are, a top television film executive declared here yesterday in commenting on the Matthew Fox-C. & C. Super Corp. deal with the film company.

"There is a great demand for new

(*Continued on page* 6)

SAG Requests Titles Of RKO-C&C Films

From THE DAILY Bureau

HOLLYWOOD, Dec. 27.—In a move to determine the production dates of the 740 films acquired by C & C Super from RKO Radio Pictures, the Screen Actors Guild today requested RKO Radio for the complete list of titles.

The guild's basic contract with producers provides additional payments for performers in television films made subsequent to Aug. 1, 1948.

Commerce Report Lists Motion Pictures With Nation's Top Industries in 1956

From THE DAILY Bureau

WASHINGTON, Dec. 27.—The motion picture industry was included among the most virile of the nation's industries in a year end report prepared by the Industry Divisions of the Commerce Department's Business and Defense Services Administration for Secretary of Commerce Weeks. The reports were the most optimistic in some time, predicting that the industries surveyed, motion pictures among them, will show gains or will hold their 1955 high levels in the New Year.

In discussing the film industry, named as one of 25 major industries of the U. S. which will continue operating at or close to peak level through the first half of 1956, Secretary Weeks stated that the increased production of motion pictures and the growth of theatres, particularly drive-ins, is expected to maintain theatre gross receipts in 1956 at the 1955 level, estimated at $1,300,000,000.

Commenting on the electronics industry, Secretary Weeks said that the production of products in 1956 is expected to reach an all-time high around $6,800,000,000 at factory prices in comparison with an estimated 1955 figure of $6,300,000,000.

N. Y. Film Critics Name 'Marty' Best

"Marty," United Artists, was selected as the best picture of 1955 by the New York Film Critics here yesterday, making their 21st annual awards.

The best actor award went to Ernest Borgnine for his role in "Marty," while Anna Magnani won top honors as the best actress for her role in "The Rose Tattoo."

David Lean was chosen the best director of the year for his assignment in "Summertime." For the first time in any category, there was a tie for the best foreign import of the year, with the honors being shared by "Umberto D" and "Diabolique."

No Fire Violations Found in 12 Theatres

A clean bill of health was given to 12 New York City motion picture theatres which were inspected by the Fire Department yesterday, according to Commissioner Edward F. Cavanagh, Jr., who reported that of the overall 121 theatres inspected in the city thus far, 55 were found to have violations.

Commissioner Cavanagh, in reaffirming his intention of having every theatre in the city inspected, indicated that the violations found thus far have been corrected already. "These inspections," he said, "demonstrated that the owners of motion picture theatres have been awakened to the responsibility they owe to their highly profitable patrons."

Golding, Hutner in Goldwyn Changes

David Golding, director of advertising and publicity for Samuel Goldwyn Prods., who has divided his time heretofore between the company's East and West offices, will in the future make his permanent headquarters on the West Coast, James A. Mulvey, president, annouced here yesterday.

David Golding

Meyer Hutner

In consequence of the arrangement,

(*Continued on page* 2)

Tent 35 to Install Officers Jan. 9

The annual installation of officers of Variety Tent No. 35 will be held at Toots Shor's restaurant on January 9.

At the luncheon, tribute will be paid to Retiring Chief Barker William J. German and the new chief barker, Harold J. Klein, and his crew.

George C. Hoover, International Chief Barker, will be the installing officer.

Matches Forecast

B'way Grosses Hit Holiday's Merry Level

Music Hall Sets Pace With Healthy $188,000

By MURRAY HOROWITZ

Business along Broadway here took sturdy strides on the three-day Christmas weekend, starting the holiday period on a healthy box-office upswing, as expected.

Pacing Main Stem business was the Radio City Music Hall, featuring "Kismet" on its screen and the Hall's traditional Christmas show on stage, with a towering $188,00 forecast for the third week of the screen-stage package, ending tonight.

A tremendous $108,000 is seen for

(*Continued on page* 7)

Dates Set for 13 By RKO

RKO Radio Pictures has set release dates for 13 features, three of which are re-releases, during the first four months of the new year, Walter Branson, vice-president in charge of distribution, said yesterday.

Dates for the releases are: Jan. 11, "Glory"; Jan. 18, "Postmark for Danger"; Jan. 25, "Cash on Delivery";

(*Continued on page* 2)

Global Premiere Set For 'Helen of Troy'

From THE DAILY Bureau

HOLLYWOOD, Dec. 27.—Jack L. Warner yesterday announced the first global premiere in motion picture history will usher in Warner Bros.' CinemaScope production of "Helen of Troy" in WarnerColor before a first-night audience of more than a half million people in more than 50 nations around the world on Jan. 26. The simultaneous premiere will be staged in more than 130 foreign cities in addition to the first U. S. showings of the picture.

PERSONAL MENTION

ROGER H. LEWIS, United Artists national director of advertising-publicity, will leave New York tonight for Chicago.

•

TOM ANDRE, M-G-M unit manager, and JOSEPH RUTTENBERG, cameraman, will arrive here from Hollywood on Jan. 4.

•

ETHEL DE FRAITIS, RAE RIEMER and CAROLE MANISALCO, of the M-G-M branch in New Orleans, have returned there from New York.

•

SHERRY LEWIS, Allied Artists secretary in Cleveland, has announced her engagement to ARTHUR BRAUN of that city.

•

O. C. LAM, of Lam Amusement Co., Rome, Ga., has returned there following a fishing trip in Florida.

•

WILLIAM FLEMION, operator of the Studio and World theatres, Detroit, has left there for Chicago.

•

CHARLES SIMPSON, Tennessee exhibitor, has returned to Chattanooga from the Coast.

•

DONALD GILSON, operator of drive-in theatres at Canton and Massena, N. Y., was in Albany last week.

•

CHARLES KING, of Exhibitors Service, Jacksonville, has returned there from Atlanta.

•

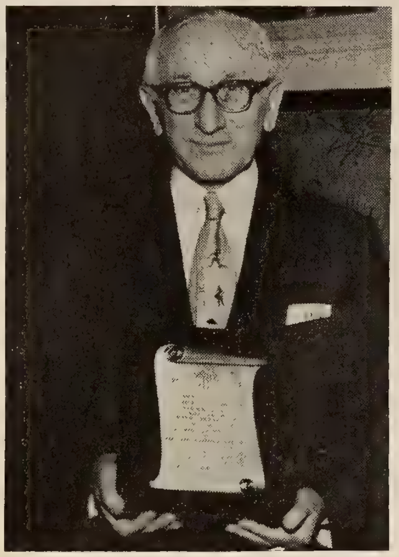
SAUL SIMONS, Columbia film salesman, is vacationing in Florida from his Boston office.

New Delay in U.S. Film Census Report

WASHINGTON, Dec. 27.–Publication of the results of the 1955 government census of the motion picture industry has been set back again until "sometime after January," according to Census Bureau officials. They explained the delay by saying that pressure has been exerted to get out all the results on retail and wholesale establishments, and that data on service industries like the film industry have been side-tracked.

The census, covering all branches of the industry, was taken this year and was based on 1954 business. It will provide the industry with a complete, up-to-date picture of industry operations. The results were originally slated to start being made public in mid-December and then were pushed back to mid-January.

Honor Rinzler on 70th Birthday



Samuel Rinzler, veteran Brooklyn and Queens circuit operator, was honored at a surprise breakfast yesterday on the occasion of his 70th birthday.

The affair was tendered by executives and personnel of Randforce Amusement Co., of which Rinzler is president. Emanuel Frisch, Randforce treasurer, presented Rinzler with an engraved silver and mahogany plaque memorializing the honoree's services to the company and the industry.

In paying tribute to the honoree, Frisch observed that 40 of his 70 years had been spent in the motion picture business, and of the 40, approximately 25 years had been with Randforce.

Sons on the Dais

Seated on the dais, in addition to Rinzler, were his two sons, Harold J. Rinzler, assistant treasurer of the company, and Dr. Seymour Rinzler.

The breakfast also marked the conclusion of the recent Rinzler and Frisch showmanship drive in the circuit, and prizes were awarded to winners in various categories. A seven-day all expense vacation trip for two to Las Vegas, was won by Herman Semel, manager of the Ambassador Theatre; a three-day all expense weekend for two at Grossinger's was won by Jack Scherzer, manager of the Beverly Theatre, and a cash prize of $150 was won by Barney Wiselman, manager of the Lefferts Theatre.

Sharf in New Post

George Sharf has been elected secretary of Loew's International Corporation by the board of directors. Associated with Loew's since 1930, Sharf fills a post last held by Joseph Rosthal, who died recently.

Goldwyn

(*Continued from page 1*)

Meyer Hutner, formerly with 20th Century-Fox here, has been named Eastern advertising and publicity manager for Goldwyn Prods.

Under the new setup, Mulvey explained, the publicity operation of the Goldwyn company now working on "Guys and Dolls" in conjunction with M-G-M will also be in charge of the publicity for the pictures produced by Samuel Goldwyn, Jr. in his releasing deal with United Artists.

Hutner takes over his new assignment shortly after the first of the year. He is a veteran newspaperman, having been with the New York "Journal-American" and the "Post."

Present plans call for Golding to leave New York at the end of January for Los Angeles where he will take on his additional duties. Jack Cooper, who has been filling in at the studio, will continue as his assistant.

RKO Sets Dates

(*Continued from page 1*)

Feb. 8, "Slightly Scarlet"; Feb. 15, "The Brain Machine"; Feb. 22, pre-release of Howard Hughes' "The Conqueror"; March 7, "Rebecca," re-release of the David O. Selznick production; March 14, "The Bold and the Brave"; March 21, re-release of "One Minute to Zero"; March 28, general release of "The Conqueror."

Also: April 4, "Great Day in the Morning"; April 11, "The Way Out"; April 18, re-release of "The Big Sky," and April 25, "While the City Sleeps."

H. Bruen, Exhibitor Leader, Dies on Coast

LOS ANGELES, Dec. 27.–Funeral services will be held tomorrow morning at the First Presbyterian Church, Whittier, California, for Hugh W. Bruen, 66, exhibitor organization leader and owner of theatres in Whittier and in the Pacific Northwest. Bruen suffered a heart attack Christmas Eve, succumbing immediately. He was among the founders of the now defunct Pacific Coast Conference of Independent Theatre Owners. The widow, two sons and a daughter survive.

Mrs. Harry Charnas Services Today

LOS ANGELES, Dec. 27. – Mrs. Harry L. Charnas, 66, died Monday at Cedars of Lebanon Hospital following a long illness. Mrs. Charnas is survived by her husband and a son, Milton. She also leaves two sisters, Mrs. Ann Robins, Mrs. Louis J. Halper; three brothers Harry M.; Albert and Jack L. Warner and three grandchildren.

Funeral services will be held tomorrow in the Home of Peace Mausoleum chapel.

. . . NEWS ROUNDUP

ARC Sets 'Co-Op' Program

The pre-release engagements of t American Releasing Corp. combin tion, "The Day the World Ended and "Phantom from 10,000 Leagues. have encouraged the company t earmark between $500,000 and $1 000,000 in cooperative advertisin with theatres during January an February, it has been disclosed b James Nicholson, president of AR Judging by the pre-release gross said Nicholson, the dual bill shoul gross more than $4,000,000 in U.S.

■

Houston ITA Appointments

Houston Independent Theatre As sociation president Lowell Bulpitt ha announced appointment of the following committee chairmen for the coming year: Jack C. Groves of Pos Oak Drive-In Theatre, research; Victor A. Barraco of Bellaire and Roxy Theatres, arbitration and grievance; Mrs. Gladys Horwitz, vice-presiden of Horwitz Theatres, membership; and Willie Radcliff of Emspon Drive-In Theatre, entertainment.

■

Provinzano Takes Theatre

Angelo Provinzano is taking over the Greendale Theatre in Greendale, Wisc., 15 miles from Milwaukee. Greendale, a fast growing community and formerly a government project, was purchased by Milwaukee industrialists and investors.

■

Pouzzner Sells R.I. Tract

Morris Pouzzner has sold a tract of downtown land in Westerly, R. I., to David Elfenbein of New London, Conn., for approximately $20,000 and subject to mortgages held on the property. Pouzzner's original plans had called for construction of a new theatre on the tract.

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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sxth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-president; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21. 1938, at the Post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

M-G-M's
"I'LL CRY TOMORROW"
A NEW HIGH IN THE MOVIE SKY!

M-G-M WISHES YOU A PROSPEROUS 1956!

We couldn't say it more sincerely than with fine attractions:

"KISMET" (*CinemaScope-Color*) Biggest first week of any Christmas attraction in Music Hall, N. Y. history. Simultaneous nationwide openings BIG! Howard Keel, Ann Blyth, Dolores Gray, Vic Damone.

"THE TENDER TRAP" (*CimenaScope-Color*) Just what the boxoffice needs. The No. 1 hit that's built for extra time. Frank Sinatra, Debbie Reynolds, David Wayne, Celeste Holm, Jarma Lewis.

"I'LL CRY TOMMORROW"—Susan Hayward's great performance in the life story of Lillian Roth, already hailed as the picture of the New Year! Richard Conte, Eddie Albert, Jo Van Fleet, Don Taylor, Ray Danton.

"RANSOM!"—Another high voltage drama in the tempo of "Blackboard Jungle" and "Trial." Glenn Ford, Donna Reed, Leslie Nielsen, Juano Hernandez, Robert Keith.

"FOREVER DARLING" (*Color*) Funnier, bigger, better than "The Long, Long Trailer." Lucille Ball, Desi Arnaz, James Mason, Louis Calhern, John Emery, John Hoyt, Natalie Schafer.

"DIANE" (*CinemaScope-Color*) The battle of the sexes in a truly big attraction. Lana Turner and an outstanding cast including Pedro Armendariz, Roger Moore, Marisa Pavan, Sir Cedric Hardwicke, Torin Thatcher, Taina Elg.

"THE LAST HUNT" (*CinemaScope-Color*) Stampede of 1,000 wild buffalo in a great adventure filmed in the Dakota Bad Lands. Robert Taylor, Stewart Granger, Lloyd Nolan, Debra Paget, Russ Tamblyn.

"IT'S A DOG'S LIFE" (*CinemaScope-Color*) Refreshingly different screen delight from Richard Harding Davis' celebrated story. Jeff Richards, Jarma Lewis, Edmund Gwenn.

"MEET ME IN LAS VEGAS" (*CinemaScope-Color*) A glittering array of stars in a romantic, fun-filled story of America's exciting playground. Dan Dailey, Cyd Charisse, Liliane Montevecchi, Agnes Moorehead, Jim Backus, Oscar Karlweis, The Slate Brothers. Guest stars: Jerry Colonna, Vic Damone, Paul Henreid, Lena Horne, Frankie Laine; introducing Mitsuko Sawamura.

"FORBIDDEN PLANET" (*CinemaScope-Color*) Unique! Dramatic! Startling! Drama of the world of the future! Walter Pidgeon, Anne Francis, Leslie Nielsen, Warren Stevens, and introducing Robby, The Robot.

"TRIBUTE TO A BAD MAN" (*CinemaScope-Color*) A major M-G-M enterprise filmed in the Colorado Rockies. Another James Cagney triumph. Don Dubbins, Stephen McNally, Vic Morrow, Irene Papas.

"GABY" (*CinemaScope-Color*) The separation and reunion of a GI and his dancer-sweetheart. "Keep me in your heart" was young love's vow. A great picture! Leslie Caron, John Kerr, Taina Elg.

"BHOWANI JUNCTION" (*CinemaScope-Color*) Ava Gardner and Stewart Granger in a giant production filmed in Pakistan. The story of a seductive half-caste girl and the men in her life. William Travers, Abraham Sofaer.

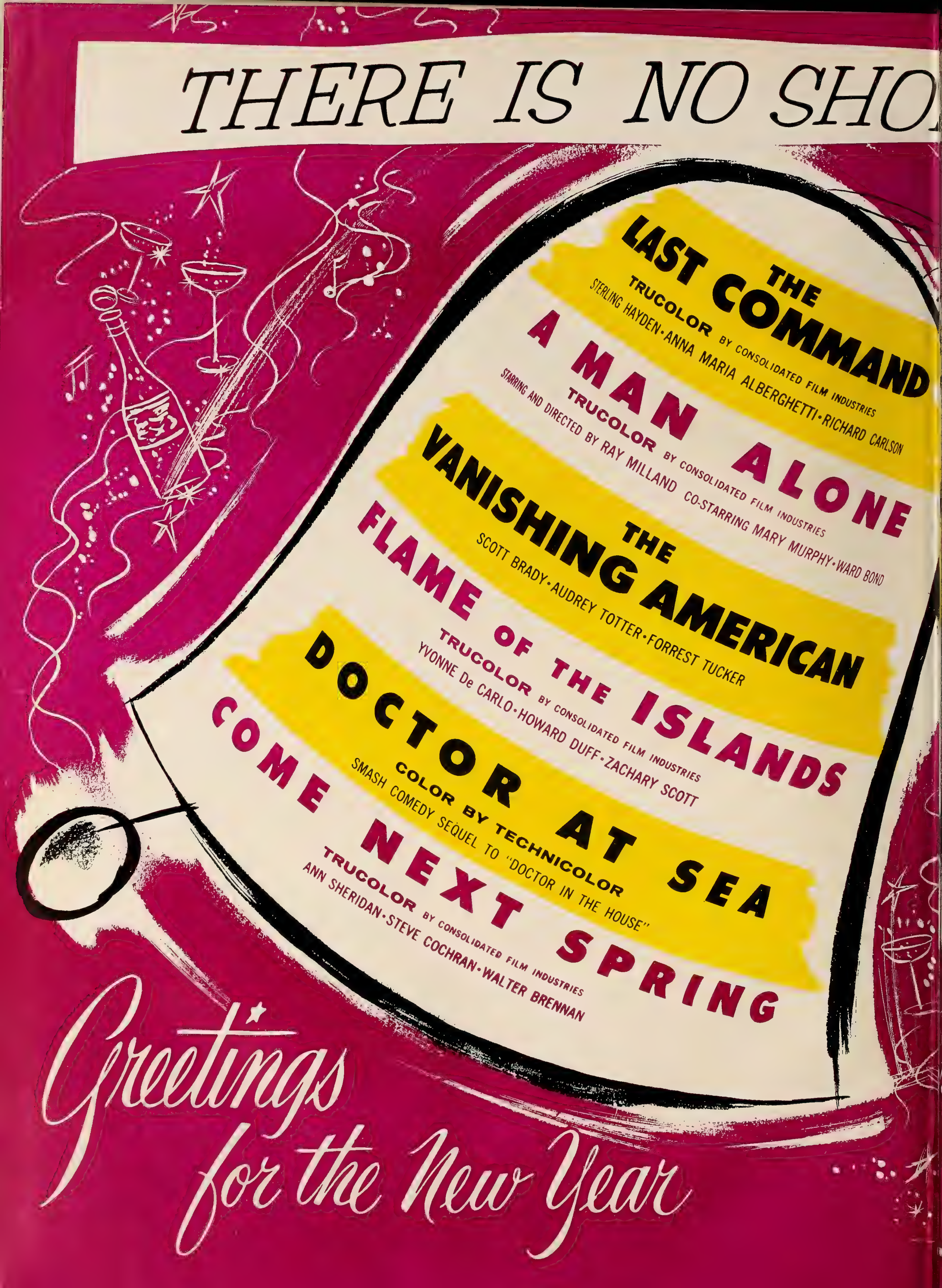
"INVITATION TO THE DANCE" (*Technicolor*) Headed for the Hall of Fame of motion pictures. Something new, startling, magnificent. Gene Kelly, Tamara Toumanova, Igor Yousekevitch.

"LUST FOR LIFE" (*CinemaScope-Color*) The dramatic story of the famed painter, van Gogh. A great attraction filmed in actual locations. Kirk Douglas, Anthony Quinn, James Donald, Pamela Brown, Niall MacGinnis.

"THE SWAN" (*CinemaScope-Color*) The story of the beautiful young girl who had to fall in love to become a woman. A notable stage hit now a memorable motion picture. Grace Kelly, Alec Guinness, Louis Jourdan, Brian Aherne, Agnes Moorehead, Jessie Royce Landis, Leo G. Carroll, Van Dyke Parks, Estelle Winwood, Robert Coote.

And Many More!

Biggest Event Of The New Year! "M-G-M WEEK"—FEB. 5-11 • An M-G-M Picture On Every Screen!



THERE IS NO SHO

THE LAST COMMAND
TRUCOLOR BY CONSOLIDATED FILM INDUSTRIES
STERLING HAYDEN · ANNA MARIA ALBERGHETTI · RICHARD CARLSON

A MAN ALONE
TRUCOLOR BY CONSOLIDATED FILM INDUSTRIES
STARRING AND DIRECTED BY RAY MILLAND CO-STARRING MARY MURPHY · WARD BOND

THE VANISHING AMERICAN
SCOTT BRADY · AUDREY TOTTER · FORREST TUCKER

FLAME OF THE ISLANDS
TRUCOLOR BY CONSOLIDATED FILM INDUSTRIES
YVONNE De CARLO · HOWARD DUFF · ZACHARY SCOTT

DOCTOR AT SEA
COLOR BY TECHNICOLOR
SMASH COMEDY SEQUEL TO "DOCTOR IN THE HOUSE"

COME NEXT SPRING
TRUCOLOR BY CONSOLIDATED FILM INDUSTRIES
ANN SHERIDAN · STEVE COCHRAN · WALTER BRENNAN

Greetings for the New Year

TAGE OF

DE-LUXE PRODUCT

FROM

REPUBLIC

AGIC FIRE

TRUCOLOR BY CONSOLIDATED FILM INDUSTRIES

YVONNE De CARLO · CARLOS THOMPSON · RITA GAM
VALENTINA CORTESE · ALAN BADEL

CIRCUS PRINCESS

IN COLOR

A STORY OF TWO CONTINENTS WITH AN ALL EUROPEAN CAST

STRANGER AT MY DOOR

MACDONALD CAREY · PATRICIA MEDINA · SKIP HOMEIER

THE MAVERICK QUEEN

TRUCOLOR BY CONSOLIDATED FILM INDUSTRIES

BARBARA STANWYCK · BARRY SULLIVAN · MARY MURPHY

LISBON

TRUCOLOR BY CONSOLIDATED FILM INDUSTRIES

STARRING AND DIRECTED BY RAY MILLAND · CO-STARRING MAUREEN O'HARA · CLAUDE RAINS

DAKOTA INCIDENT

TRUCOLOR BY CONSOLIDATED FILM INDUSTRIES

LINDA DARNELL · DALE ROBERTSON · JOHN LUND · WARD BOND · SKIP HOMEIER

Levin Survey Finds Some Irresponsibility In Theatre Personnel

Jack Levin

The nationwide survey conducted by Certified Reports to determine the impact of integrity tests on "front theatre personnel" as well as to study the advisability of tighter control over the handling of cash, will be completed by Jack H. Levin, president of C. P., now on the last lap of an 18,000-mile investigatory tour.

The survey includes personal interviews with circuit officials and heads of film exchanges.

"On the basis of facts gained to date," Levin reports, "the survey points to a general slackening of personal responsibilities by 'young adults.'" Such relaxation, he added, varies greatly in degree.

"An increase in the incidence of vandalism is also indicated," Levin reports.

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

NBCommencing Thursday, January 5, Jack Webb's "Dragnet" begins its fifth year on TV and in order to give a 'new look' to the program, Sgt. Friday's production firm has allocated $40,000 to duplicate the new Los Angeles Police administration building. Series will be seen in a new time slot, replacing "The People's Choice" (Jackie Cooper) in the 8:30 P.M. niche following "Grocho Marx," with "Choice" moving into the 9:00 P.M. time. Another addition to the popular "cops 'n' robbers" regular cast, will be distaffer Marjie Millar, who'll probably turn out to be Sarge Friday's "gal Friday.". . . Don Fedderson's new TV audience-participation quiz CBSeries, "Do You Trust Your Wife?" which Edgar Bergen will emcee starting next Tuesday immediately following "The $64,000 Question," will enrich jackpot winning couples with a windfall totaling $104,000. AND, in order to cut down Uncle Sam's tax bite, the money will be paid at the rate of $100 per week for 20 years.

☆ ☆ ☆

Sid Caesar

Sid Caesar's role as the "Shriek of Araby" (Shriek is exactly the way it should be spelled), in which he and Nannette Fabray spoofed the advent of the early motion picture 'talkie' days, was easily last Monday's TV highlight. With the able support of Carl Reiner and Howard Morris, this quartette has forged to the fore and rates a low bow for week in-week out successful clowning. . . . Jane Froman will guestrill on Jimmy Durante's NBTexaco program Saturday and January 12 will open a month's engagement at the Waldorf-Astoria where she'll feature Irving Berlin's song hits of the past quarter century. . . . 'Bunked' into Jackie Eigen Friday lunching at Toots Shor's. Jackie spent the Christmas week-end visiting his pals and former Broadway haunts before returning to his newly-adopted Chicago where his radio patter and chatter is beamed six days a week via NBC and TViewed every Monday over WGN.

☆ ☆ ☆

Joe Franklin

Easily one of the most popular with songwriters and recording artists because of his many years of sympathetic cooperation in boosting their wares and talents, Joe Franklin's four years of ABClever TV fare, seen daily in the 3:30-4:00 P.M. slot has been increased to a full hour and starting Tuesday, Jan. 3, "The Joe Franklin Show" will move into the much better 12:30-1:30 P.M. time. . . . TViewers of "I Love Lucy" will see the actual recording scene taken at MGM's Hollywood recording studios, when Desi Arnaz waxed his initial platter for that label, backing "Forever, Darling" with "The Straw Hat Song.". . . Next CBSunday's "Omnibus" will feature Paul Hartman, Orson Bean, Jean Stapleton and Georgiann Johnson in "A Saroyan Story," bits of hits by the talented playwright. . . . Studio Films has just placed on the TV market 130 Studio Telescriptions in Kodachrome and leasing them as a library unit for unlimited use. Included are songs by Nat King Cole, Sarah Vaughn, Connie Haines, June Hutton, Tex Williams, Eddie Peabody, The Harmonicats and organ solos by Korla Pandit.

☆ ☆ ☆

Hank Sylvern, currently featured on the "Morning CBShow" is writing a textbook dealing with problems of scoring, composing and preparing appropriate music as background for radio and TV programs. Incidentally, Hank's orchestra turned in a fine serenade last week at the National Advertising Association dinner. . . . The Fund for the Republic has announced a new "The Robert E. Sherwood Awards," to be awarded to television programs dealing with liberty and freedom and broadcast in the U.S. and its territories between Oct. 1, 1955, and May 31, 1956. . . . Just about a week after a description of his crime career on the CBS-TV Dec. 15 program of "Wanted," in which coproducer and narrator Walter McGraw stated that "James Sheldon Truelove (an escaped 'lifer' from North Carolina state penitentiary) may be in the State of Washington," Truelove was arrested by FBI agents in Seattle, Washington.

C&C-TV Unit

(*Continued from page* 1)

C & C Super domestically and that C & C Pan Atlantic, Inc., would handle all other Western Hemisphere sales, including Canada. He said that C & C International Corp. would handle the distribution in the rest of the world.

It was indicated by the C & C president that Fox is using the nucleus of the staff at Western Television, Inc., and Motion Pictures for Television, Inc., to form the sales organization which would distribute the RKO Radio product to television outlets and to foreign theatrical situations outside the U. S. and Canada.

Package Deals Planned

It was also said that C & C Super would sell some of the feature attractions and short subjects, all of which were acquired from RKO Radio for $12,200,000 with an additional $3,000,000 to be paid within 24 months to television outlets in sponsored package deals in which C & C would possibly advertise its varied products.

The key negotiator for C & C Super Corp. with General Teleradio and RKO Radio officials was Fox, the company's largest stockholder and president of the newly formed C & C Television Corp., a subsidiary of the parent company. Subsidiaries of C & C Super also include Cantrell and Cochrane, manufacturers of the Super Coola soft drink, the Nedick's food chain, a rubber company and a power products company.

Three-Year Delay Set

Under the terms of the deal, RKO reserved the right not to release any films to TV until they had been exhibited in theatres for three years. This group of pictures represents between 15 and 20 per cent of the total of 740.

In announcing the culmination of the negotiations for the RKO library, Fox also disclosed that he has sold his entire holdings in the United Artists Corp.

TV Film Price

(*Continued from page* 1)

television product," the prominent executive stated, pointing out that this huge block of product "would not glut the market at all."

The availability of these films to television outlets would be a factor to be considered by other TV film distributors who have been releasing "shop-worn" product and British pictures for TV showings, he said. "This would maybe make them lower their prices in making deals for their product with stations who know that they might be able to get better TV attractions from the concern which markets the RKO library," he said.

An executive at another TV film company said that with some 4,000 films now being available to TV outlets, the RKO product might "overflow the market due to the limited TV time available in the top sections of the country." He however said that in small areas, the RKO films would be welcomed.

PEOPLE

Sophia Loren has been signed by **Stanley Kramer** to star in "The Pride and the Passion," which **Kramer** will make in Spain for release through United Artists. Shooting will get under way in April. **Cary Grant** and **Frank Sinatra** will be co-starred.

□

David Brown, story editor at the 20th Century-Fox studio, has been named to the executive staff of **Darryl F. Zanuck,** production head. The staff also includes **Buddy Adler, Lew Schreiber** and **Sid Rogell.**

□

Charles F. Baldwin has been named manager in the Mediterranean area for the Motion Picture Export Association. Prior to joining the association, **Baldwin** was senior advisor to the U. S. delegation to the Tenth General Assembly of the United Nations.

□

Ed Harris, president of the Kansas-Missouri Theatre Association, has appointed **George Baker** of Kansas City and **Al McClure** of Wichita as co-chairman to assist **Jim Cook** of Maryville, Mo., in planning the annual KMTA convention to be held in Kansas City, March 6-7.

□

Edward V. Long, owner of the Orpheum Theatre at Elsberry, Mo., and the Trojan at Troy, Mo., now serving as state senator, has filed as a candidate for the office of lieutenant governor of Missouri.

□

George Peloso has joined the New Haven, Conn., sales staff of National Theatre Supply.

□

John E. Dugan has been appointed d salesman for I.F.E. Releasing Corp. n the St. Louis and Kansas City exhange areas.

Hayworth-Columbia Suit Opens on Coast

LOS ANGELES, Dec. 27. – The uit in which Rita Hayworth charges olumbia Pictures with breach of ontract in failure to start production n "Joseph and His Brethren" on a ate acceptable to her, and in which olumbia denies this charge and eeks $150,000 damages from the ctress for failure to report for work n a prescribed date, went to trial day in Federal Court.

Upward of $1,300,000 is involved the case and its ramifications, acrding to counsel.

Holiday Hikes B'way Takes

(*Continued from page 1*)

the second week of "The Rains of Ranchipur" at the Roxy, which also is headlining an ice show on stage. Still doing outstanding business is "Guys and Dolls," which is expected to rack up a big $84,000 for its eighth week at the Capitol.

At the Paramount a very good $55,000 is indicated for the opening week of "Artists and Models," while an excellent $50,000 is forecast for the second week of "The Man With the Golden Arm" at the Victoria. Also doing very well is "The Court-Martial of Billy Mitchell" at the Criterion, with $36,000 due for the initial seven days.

'Tattoo' Extremely Strong

A terrific $44,800 is predicted for the second week of "The Rose Tattoo" at the Astor. Extra shows for the road-show engagement of "Oklahoma!" at the Rivoli are expected to boost business there to close to $58,000, a strong figure. A great $46,000 was forecast for the 46th week of "Cinerama Holiday" at the Warner, another road-show engagement.

"Indian Fighter" at the Mayfair is due to register a neat $26,000 for its first week, while a fair $21,500 is seen for the first seven days of "Dance Little Lady" at the Globe. At Loew's State, a fairly nice $20,000 is indicated for the initial week of "Man With the Gun."

After a slow pre-Christmas start, "It's a Dog's Life" perked up to an estimated $10,000 for its first week at the Trans-Lux Normandie, good for the house. "The Littlest Outlaw," which opened Monday at the Trans-Lux 52nd Street, did an excellent $3,400 opening day. At the Sutton, a satisfactory $7,100 was counted for the first week, ended Sunday night, for "The Night My Number Came Up." "Heidi and Peter" is doing nicely at the Little Carnegie, with $11,000 seen for the third week.

Grosses Up Nationally

Meanwhile, elsewhere in the nation, business also perked up, although in most instances below expectations, according to field reports from MOTION PICTURE DAILY correspondents.

Following are highlights of some of the field reports:

Los Angeles: In spite of drizzle, showers and fears that the storm flooding Northern California was moving downstate, grosses for the opening of "I'll Cry Tomorrow" and "Court Martial" were strong, and attendance was gratifying for "The Rose Tattoo," "Artists and Models," "The Rains of Ranchipur," and "Guys and Dolls." "Cinerama Holiday" and "Oklahoma!" ran close to capacity.

Chicago: All Loop theatre owners and managers relaxed Sunday afternoon, when both hold-overs and new films began to enjoy capacity business. A two-day check in most instances showed that box-office receipts were even better than they were during the same period last year.

Miami: Holiday business on a par with other years.

Baltimore: The holiday week brought better grosses although the improvement is not as general as expected among downtown theatres.

Washington: Capital exhibitors were disappointed with the holiday weekend business. Most of them said attendance was below last year, with the exception of RKO Keith's, playing "Guys and Dolls," which reported very good business.

Albany: A business pick-up was noted Sunday and Monday although it was not as large as had been hoped. "Artists and Models" led the way with substantial grosses at Strand here, Proctor's, in Schenectady, Stanley, in Utica and several Schine situations.

Boston: Top honors for Christmas weekend business was taken by the Paramount and Fenway theatres playing "Artists and Models." Monday grosses were strong after a weak Sunday matinee which picked up in the evening. "Lease of Life" opened nicely at the Exeter. Downtown managers are preparing for strong New Year's weekend grosses, with several theatres coming in with special spot product for New Year's Eve.

Minneapolis: With the exception of "Guys and Dolls," which seemed heading for a towering $35,000 in its opening week at the RKO Orpheum, the anticipated Christmas holiday upturn failed to reach the proportions expected by Minneapolis circuit and independent first-runs. Strongest of the remaining openers were "Rains of Ranchipur" and "Indian Fighter."

Charlotte: A number of top attractions have given a definite lift to box-office grosses here, with "Guys and Dolls" leading the list of new films which have boosted attendance in virtually all first-run theatres here. The only disappointment here was "Kismet" at the Imperial which neglected to live up to advance notices.

Mother of H. R. Gaus

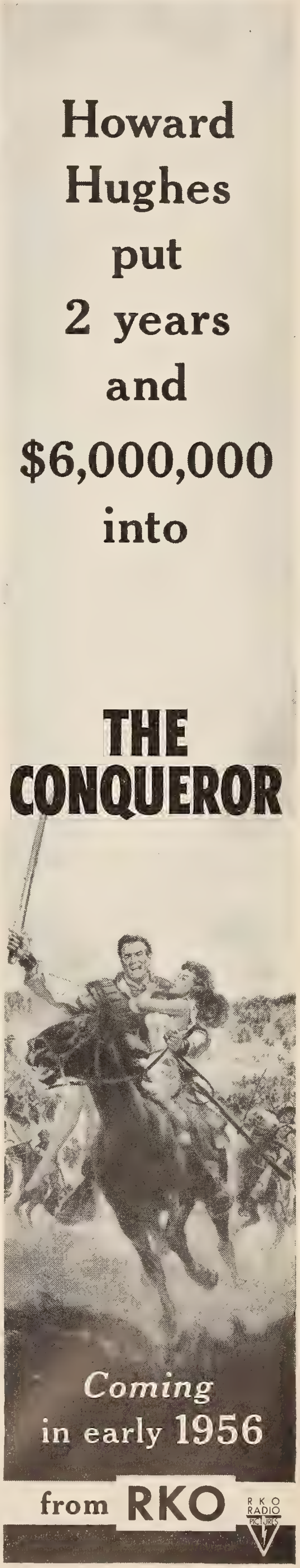
ATLANTA, Dec. 27.–Mrs. Birdie M. Gaus, mother of H. Russell Gaus, manager of M-G-M's Atlanta branch for the past five years, died Sunday afternoon in a private hospital after a month's illness. Also surviving is a brother, William F. Grinter.

Gil Golden's Mother

Funeral services for Mrs. Sadye Golden, 72, mother of Gilbert Golden, advertising manager for Warner Bros., will be held today at Forest Park Chapel, Forest Hills, L. I. Mrs. Golden died suddenly on Sunday.

$7,300 for 'Prisoner'

"The Prisoner" was able to register a fine $7,300 three-day holiday weekend at the Plaza theatre here.



Howard Hughes put 2 years and $6,000,000 into

THE CONQUEROR

Coming in early 1956

from RKO

RKO RADIO PICTURES

NEW YORK FILM CRITICS CHOOSE
MAGNANI
BEST ACTRESS
OF THE YEAR IN
THE ROSE TATTOO

"Best Performance of Year!"
—National Board of Review

"Most explosive actress of her generation!" *—Time*

"1955's Best Acting!"
—Woman's Home Companion

"A performance one encounters once in a generation."
—Saturday Review

World Premiere Engagements Now:
New York and Los Angeles

BURT LANCASTER · ANNA MAGNANI
in
Hal Wallis'
production of
TENNESSEE WILLIAMS'
THE ROSE TATTOO
also starring MARISA PAVAN · BEN COOPER
with Virginia Grey · Jo Van Fleet · Sandro Giglio · Directed by DANIEL MANN
Screenplay by TENNESSEE WILLIAMS · Adaptation by HAL KANTER
Based on the Play, "THE ROSE TATTOO" by Tennessee Williams
Music Score by Alex North · A PARAMOUNT PICTURE
VISTAVISION

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 123 NEW YORK, U. S. A., THURSDAY, DECEMBER 29, 1955 TEN CENTS

Varied Plans

COMPO Sets Sights on New Year Projects

Tax Campaign, James Plan on '56 Agenda

By MURRAY HOROWITZ

The Council of Motion Picture Organizations will begin rolling up its sleeves again right after the first of the year and get to work on projects ranging from the tax fight to the "James plan."

However, according to Robert Coyne, COMPO's special counsel and newly-elected member of the organization's governing triumvirate, top priority will go to mapping plans for the industry's drive for total elimination of the Federal admissions tax.

COMPO member organizations will be sounded out on the selection of tax committees and the appointment of national chairmen. The tax drive, as it was explained at the recently-concluded COMPO membership meeting, will be a continuing one, slated

(*Continued on page 2*)

Gordon Retiring; to Keep L & G Interest

Special to THE DAILY

BOSTON, Dec. 28.—Louis M. Gordon, president of Lockwood & Gordon Enterprises, and general manager of theatre operations of the circuit, has announced his retirement from active participation in the business starting in January. However, he will retain his financial interest in the company and will continue as con-

(*Continued on page 6*)

Mich. Allied Board To Meet on Jan. 11

Special to THE DAILY

DETROIT, Dec. 28.—Next Michigan Allied board meeting is scheduled for Jan. 11 when plans for the next annual state convention will be taken up. These include program, speakers and other details. All exhibitors are invited to sit in on the January meeting.

Motion Picture Herald-Fame Poll Results

Exhibitors Vote James Stewart No.1 'Money-Making Star' of 1955

American exhibitors voted James Stewart the top "Money-Making Star of 1955" in "Motion Picture Herald's" 24th annual poll for "Fame."

Although Stewart has appeared in films for 20 years this is the first time that U. S. and Canadian exhibitors have voted him the Number One position in the annual box office balloting. His pictures in release during the period covered by this year's poll included "Rear Window," "The Far Country," "Strategic Air Command" and "The Man from Laramie."

James Stewart

Runner-up in the voting, and contrasting with the veteran status of Stewart, was Grace Kelly, comparative newcomer.

Others finishing among the first 10, in order of the balloting, are: John Wayne, William Holden, Gary Coop-

(*Continued on page 6*)

Dirk Bogarde Wins UK Poll

By PETER BURNUP

LONDON, Dec. 28.—Britain's exhibitors voted Dirk Bogarde their No. 1 Money-Making Star of 1955, both in the exclusively British category and in the international classification, in the Motion Picture Herald-Fame poll. That means they consider him, at the moment, a better seller-of-tickets at their theatres than any other star, whether he be a product of Hollywood or elsewhere.

Dirk Bogarde

Bogarde leaped into widespread popularity here with the fabulously successful (in Britain) "Doctor in the House." During the last 12 months he was seen in "Cast a Dark Shadow," "Simba" and "Doctor at Sea."

Jack Hawkins, last year's No. 1 money-maker here, dropped to sixth place in the 1955 Herald-Fame bal-

(*Continued on page 6*)

RKO Billings Contest Winners Announced

Winners of RKO's annual billings contest for all exchanges in the United States and Canada, which ran this year from Aug. 12 to Dec. 1, were announced yesterday by Walter Branson, vice-president in charge of distribution. To equalize competition, the exchanges were split into three groups according to their booking potential.

Sol Sachs, Dallas manager, won top honors in Group I. He was followed

(*Continued on page 6*)

Pitt. Grosses On Upswing

Special to THE DAILY

PITTSBURGH, Dec. 28.—Theatre business, which had been in the doldrums here for the past few weeks, began to pick up generally last Saturday with the advent of new and strong product and the beginning of the holiday season.

Pacing the field is "Indian Fighter" which took in $10,000 over the last weekend at the Penn and will take in at least $17,500 for the week,

(*Continued on page 2*)

Studio Coordinating Committee Disbands

From THE DAILY Bureau

HOLLYWOOD, Dec. 28. — The Hollywood Coordinating Committee, established 10 years ago as a clearing-house for all requests made upon Hollywood for free appearances by film personalities, will be disbanded next month, HCC president George

(*Continued on page 2*)

Some Exceptions

Exhibition Is Critical of the RKO TV Deal

Mixed Reactions Result From C & C Acquisition

By LESTER DINOFF

Reaction in exhibition circles to the C & C Super Corp. acquisition of the RKO Radio Pictures film library varied yesterday from dire forecasts of its effects at the box-office to acceptance of the sale as "water over the dam" which may do good for RKO which can use the money garnered from the sale for investment in new theatrical films.

Some exhibition officials felt that many of the films in the deal will afford stiff competition to current theatrical product and may make a serious dent in theatre patronage.

A less negative point of view was

(*Continued on page 2*)

9-Month Ticket Tax Approved by Conn.

Special to THE DAILY

HARTFORD, Dec. 28.—The Connecticut legislature has approved a tax-increase measure primarily designed to raise flood-recovery funds.

The move affects the film industry in that the amusement tax, effective on Feb. 1, is going up 25 cents to $8 a day for nine months, depending

(*Continued on page 2*)

Frank Gen. Mgr. of Fox Wisconsin Corp.

Special to THE DAILY

MILWAUKEE, Dec. 28. — Albert P. Frank has been named general manager of the Fox-Wisconsin Amusement Corp., with headquarters in Milwaukee. Last November he came here from his district manager's post for the Fox organization at Fond du Lac, Wis., when former general manager Gordon C. Hewitt was transferred to Los Angeles. Frank began his film management career in Fond du Lac as an usher for National Theatres there in 1940.

PERSONAL MENTION

WILLIAM MIESEGAES, president of Transfilm, has left New York for a vacation in Jamaica, B.W.I.

•

MONA KATZ, assistant cashier of M-G-M's Pittsburgh branch, is honeymooning in New York. She is now MRS. ALLAN J. HERSH.

•

DAN HOULIHAN, Albany branch manager for Paramount Pictures, was here for conferences yesterday.

•

OTTO PREMINGER will arrive in New York today from Hollywood.

•

BENAY VENUTA will leave here today for London via B.O.A.C.

•

BUDD ROGERS, sales executive, has arrived in Hollywood from New York.

•

BENJAMIN BEBCHICK, Boston sales manager for M-G-M, is in Florida.

Studio Committee

(*Continued from page 1*)

Murphy has announced. In its decade service HCC supplied 2,906 personalities to make 24,404 free appearances in 6,449 separate patriotic and public service events. Murphy said many purposes for which HCC was organized no longer exist.

Stanley Richardson, in charge of the HCC office since its establishment, and Irving Lande, his assistant, were praised by Murphy.

Coast's Communion Breakfast on Feb. 5

HOLLYWOOD, Dec. 28. – The fifth annual communion breakfast for members of the motion picture industry in the Los Angeles area will be held Sunday, Feb. 5, at 10 A.M., in the Hollywood Palladium, it was announced today by Doug Bridges, of Paramount studios, general chairman. It will be preceded by the celebration of the mass by His Eminence James Francis Cardinal McIntyre at Blessed Sacrament Church, at 9 A.M.

With Rt. Rev. Msgr. John J. Devlin as spiritual director for the group, chairmen of the various committees and keynote speakers will be announced shortly.

'Arm' Mark in L.A.

LOS ANGELES, Dec. 28. – "The Man with the Golden Arm" opened at the Fox Beverly Theatre yesterday to the house's biggest single day gross, $3,300, to top the theatre's previous record-holder by 15 per cent, United Artists announced.

Exhibition Critical of RKO

(*Continued from page 1*)

expressed by Gerald Shea, president of the Shea Circuit. "If RKO is going to use the money to provide working capital for new pictures which will go to theatres first with a proper clearance before they are sold to TV, I think it could be a good thing," he declared. Shea was quick to add that he did not advocate such sales to TV, but that there is nothing that can be done to alter such deals once they are consummated but to demand that proper clearances be given to theatres before any theatrical motion pictures are shown on television.

Sees 'No Surprises'

One leader of an exhibition organization, who asked that his name not be used, said the deal represented no surprises. It was expected with General Teleradio's take-over of RKO Radio Pictures, he went on, and it's hard to tell what the consequences at the box-office will be at this time.

Other exhibitors, also declining to okay the use of their names, were more pessimistic. These exhibitors, representing first-run houses to suburban situations, felt that the impact of the RKO product may eventually force some small houses to close down, especially in areas around the country where there is a heavy saturation of television.

One of the above group contended that "some of these quality RKO pictures, such as the Ginger Rogers-Fred Astaire musicals, will give some good first-run situations, which are presently confronted with a shortage of continuous good product, a good fight in attracting patronage."

Warns of Precedent

One circuit operator said that once these C & C pictures, which Matthew Fox purchased last week for $15,200,000 from RKO Radio, begin their exhibition on television and begin attracting big home audiences, "which normally would go to theatres for film entertainment," it is then possible that other film companies might sell or lease their film libraries to television. "I am aware that the major producer-distributors have said that they will not sell their old films to television, but they sure can change their minds," the exhibitor said.

Many Refuse Comment

Top executives at the film companies here refused to comment on the effect of the RKO product on TV release on theatres and whether their companies would change their policy in regard to selling the film feature library to television.

However, one top network executive felt that further sales of film libraries to TV comparable to the size of the RKO deal is remote. He contended that there just is not enough time available on TV at this point to absorb the amount of film which would accrue from such deals.

Joseph Alterman, assistant secretary of Theatre Owners of America, said here yesterday TOA "has no comment to make" in regard to the RKO deal. A representative of Independent Theatre Owners Association said that the subject may be presented at the association meeting here next week.

RKO's TV Sale No Surprise to Myers

WASHINGTON, Dec. 27.–Allied States association general counsel Abram F. Myers said everyone had been expecting the sale of RKO's film backlog to television, and that not much can be done about it.

However, he indicated that he didn't think the sale of RKO's films would be as much as a problem for exhibitors as if some other company's films were involved.

"That's been the sword of Damocles over our heads ever since RKO passed to interests outside the industry," he said. "We'll just have to be sword swallowers."

Pittsburgh Grosses

(*Continued from page 1*)

however, it will not hold over since "Kismet" definitely will open on Saturday.

The Stanley, which did the week's only outstanding business last week with "Artists and Models" with a $15,000 gross, will match or top it this second week. It opens on Sunday with "The Court-Martial of Billy Mitchell."

The Fulton is doing its best business in months with "The Rains of Ranchipur" and holds over, but "The Second Greatest Sex" hardly got started at the Harris. It will end with only $5,000, replaced on Saturday by "Count Three and Pray."

"Cinerama Holiday" perks up impressively in its 45th week due to extra performances and school children home on vacations, while the city's two art houses are zooming into high gear, "African Lion" in the Squirrel Hill and "The Sheep Has Five Legs" in the Guild both doing very well.

Conn. Ticket Tax

(*Continued from page 1*)

on the seating capacities of the theatres.

Those with less than 500 seats will pay only 25 cents more daily, while those from 500 to 749 will pay $1 more per day.

The tax is graduated from there to $8 for those theatres with seating capacities of over 2,500.

Compo Plans

(*Continued from page 1*)

to be resumed at each session Congress until the requested reli is granted.

The recomposition of COMPC planning and program committee a is slated. Currently there are a nur ber of proposed projects befc COMPO, Coyne explained, whi need to be sifted and assayed. Amo them, he went on, is the so-call "James plan," presenting a "giv away" program for motion pictu theatres with the view of boosti attendance.

Another is the public relations pr gram aimed at winning women adopt the film-going habit envision by Leonard Goldenson, president American Broadcasting - Paramou Theatres. Goldenson will present h views today to COMPO's press rel tions committee.

New Finance Committee

Another committee slated to be r composed is the finance committe

Meanwhile, a meeting of the boa of directors is slated for sometime b fore March when the board is decide on the form of manageme for the organization. In addition, a triumvirate set-up is to be co tinued, the board will be faced wi the problem of replacing Al Lich man, one of the co-chairmen who h expressed his desire to retire fro the post. The appointment of Coyr to the triumvirate also was an interi move pending a meeting of the boar

The question of Allied States pa ticipation in COMPO also remair open, despite Allied States witl drawal. Allied States, in a recent le ter sent by COMPO, has been aske to spell out its suggested reforms COMPO.

Rhoden Decision Awaited

Meanwhile, it is understood tha the composition of two vital COMP(committees will remain intact. Th two groups are the press relation committee and the Audience Award committee, which is slated to conduc another Audience Awards drive i 1956. However, it is not known a this time whether Elmer Rhoden, na tional chairman of the 1955 Audienc Awards drive, will agree to accep the same post next year.

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PEOPLE

Robert M. Dunn, associated with nsco since 1931, and assistant general sales manager since 1948, has een named acting general sales man- ger of the company as replacement r **William Balch**, who has resigned become president and general man- ger of the David White Co., of Mil- aukee.

◻

Sonja Henie, with her new ice re- ew, will perform in person on the age of the Roxy Theatre here, open- ıg on Jan. 11. The feature film on ıe bill will be 20th Century-Fox's The Lieutenant Wore Skirts." Pop- lar prices will prevail.

◻

Charles Jordan, branch manager of owco Film Exchange, Atlanta, was ost at a dinner tendered the com- any personnel. Greetings were sent **Babe Cohen**, president, in New rleans.

◻

Fred Hellweg, for four years office ooking manager in the Kansas City ranch of Paramount, has resigned to ecome district representative for uena Vista in Denver.

◻

Joseph Neopte has been named eld representative for Frisina Amuse- ent Co. in Springfield, Ill.

Vill Drop TV, If Too 3ig, Says Hitchcock

HOLLYWOOD, Dec. 28.—Alfred Iitchcock, at a press conference to- ay, answering a questioner who sug- ested that the producer-director's etwork program, "Alfred Hitchcock," ıight prove to be a competitive force ıilitating against his activity in the heatrical motion picture field, de- lared, "If I find that TV is getting o big, I'll drop it."

Reporting on his global tour which egan with a Command Performance f Paramount's "To Catch a Thief" ı London and ended in Tokyo, the roducer-director declared that Hol- ywood films are stronger than ever ı the world market, with Japan ooming as the leading constituent of ur foreign market over the United ingdom.

rans-Lux Acquires 3ritannica Films

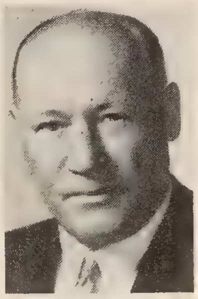
he library of Encyclopedia Britan- ica Films has been acquired by rans-Lux Pictures for theatrical and V distribution in the U. S. The deal, lthough not officially announced, is nderstood to have been consum- nated. Principals could not be eached for comment. Britannica ilms is considered the largest pro- lucer of educational films.

In Year-End Message

Falling Attendance a Challenge to Showmanship, Rhoden Tells NT Staff

From THE DAILY Bureau

HOLLYWOOD, Dec. 28.—While admitting that the past year has been a "trying one," Elmer C. Rhoden, president of National Theatres, asserts that the "falling of attendance is a challenge to the showmanship ability of our company." In a year-end message to the circuit's staff, in the current issue of "Showman," company house organ, Rhoden appraises the new year by citing many new technological improvements, the availability of "Oklahoma!" in Todd-AO and the start of the first picture in the new Cinemiracle process.



Elmer Rhoden

Cites Importance of Youth

Pointing out that the greatest enthusiasm in the casting of ballots in the Audience Awards was registered by the young people, Rhoden states that "we must give careful analysis to the selling approach of our attractions," adding that "we no longer can assume that pictures have a presold market."

"Only the occasional picture has that quality," Rhoden writes. "The public must be informed and it is our job as operators of motion picture theatres to see to it that the message of good entertainment in our theatres reaches its mark."

Points to 'Acute Shortage'

Rhoden contends that "we were faced with an acute shortage of quality motion pictures" during the past year "in spite of greater efforts on the part of our Hollywood producers" and that the "final result was that the entertainment missed the mass appeal that we hoped and expected to get." He asked this question: "Are we making pictures that appeal to that great segment of the movie public?"—meaning the younger patrons.

MGM Has 21 Films Finished, Preparing

The M-G-M studios have 21 pictures in various stages of production or completed and awaiting release in 1956, according to a studio feature production chart.

Eleven films are currently completed and awaiting release. They are "Diane," "Forbidden Planet," "Forever Darling," "Gaby," "Guys and Dolls," "I'll Cry Tomorrow," "Invitation to the Dance," "The Last Hunt," "Meet Me in Las Vegas," "Ransom" and "Tribute to a Bad Man."

Recently completed films in the editing stages are "Bhowani Junction" and "Lust For Life," while four films, "The Fastest Gun Alive," "High Society," "The Opposite Sex" and "Somebody Up There Likes Me," are in the preparation stage.

Now in production are "The Catered Affair," "The Living Idol," "The Rack" and "The Swan."

Tamarin in Publicity Post for Brotherhood

Alfred H. Tamarin, United Artists' assistant national director of advertising, publicity and exploitation, has accepted the post of publicity chairman of the amusement industry's Brotherhood Drive for 1956.

Alfred Tamarin

Tamarin will direct an all-media promotion of the 23rd annual effort to foster better understanding among Americans of all faiths. It will be supported by the exhibition, distribution and production branches of the motion picture industry, as well as TV, radio, the legitimate theatre and other segments of the entertainment world.

Phillips Chairman of Legal Aid Drive

Louis Phillips, vice-president and general counsel of Paramount Pictures, will serve as chairman of the motion pictures division in The Legal Aid Society's 1956 drive for funds. The announcement was made by Timothy N. Pfeiffer, general chairman of the appeal.

This year marks the 80th anniversary of the N. Y. Legal Aid Society which, supported by voluntary contribution, provides necessary legal services and representation to those unable to pay for private counsel.

Tests for N. Y. Film Inspector Feb. 18

ALBANY, Dec. 28.—A written examination for the position of inspector in the State Education Department's Motion Picture Division (censoring) will be given by the State Department of Civil Service on Feb. 18. Applications will be accepted up to Jan. 20.

A vacancy exists in Syracuse, to be filled from a list which the test will establish.

TENT TALK

Variety Club News

ST. LOUIS—David G. Arthur, Fanchon and Marco-St. Louis Amusement Company, has been elected to serve his third term as Chief Barker of the St. Louis Variety Club, Tent No. 4 of the Variety Clubs International. Other officers are: Tony Peluso, manager of the Fox Theatre, first assistant (succeeding the late Al Poos); Gordon Halloran, second assistant; Joseph C. Ansell, Dough Guy, and Jim Goldsmith, Property Master.

Canvasmen for 1956 are: James H. Arthur, Tony Blust, Harold Koplar, Lester R. Kropp, John Meinardi and Tommy James. Edward B. Arthur was re-elected International Canvasman.

△

NEW ORLEANS — Thousands of Orleanians, young and old alike contributed approximately $80,000 to the New Orleans Variety Club appeal foı funds for their "Heart Project," the establishment of the Louisiana Cerebral Palsy Foundation and a workshop for rehabilitation of the handicapped, during a 22-hour all-live telethon from the Municipal Auditorium. The amount reported is from pledges made by telephone and cash contributions. However, Henry G. Plitt, Paramount Gulf executive, and the club's Dough Guy, said he was confident that the total will far exceed the $80,000 mark when all mail contributions are tabulated.

Buys Drive-in Site

Joseph M. Seider, president of Prudential Theatres Corp., has announced the purchase of a 50-acre plot on Old Country Road in Plainview, L. I., which will be converted to a modern 2,200 car drive-in. According to plans, the drive-in will be ready for operation early in 1957.

It's Mitchell Square

Gary Cooper, star of Warner Bros.' "The Court-Martial of Billy Mitchell," will change the "Times Square" street sign at the corner of 44th Street and Broadway to "Billy Mitchell Square" today in honor of Gen. Billy Mitchell who was born on Dec. 29, 1879.

CBS-Terrytoon Deal in Sight

Negotiations for the purchase by the Columbia Broadcasting System of all the assets of Paul Terry's Terrytoon, Inc., were reported here yesterday to be reaching the climactic stage, although the principals could not be reached for comment.

It is understood the network would take over 100 per cent stock of the company, in addition to more than 1,100 cartoons and merchandising-licensing rights to the Terrytoon characters.

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8 SOLID WEEKS OF TV ADVERTISING!

Full minute trailers and announcements on THE LONE RANGER programs over practically entire CBS-TV and ABC-TV networks and independent stations.

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Spot announcements on THE LONE RANGER programs over the entire ABC network and independent stations.

ED SULLIVAN SHOW JAN. 8!

The Lone Ranger and Silver plugging the picture over entire CBS-TV network.

FULL-HOUR ANNIVERSARY SHOW ON TV!

Celebrating the 23rd year of THE LONE RANGER— over almost entire CBS-TV network Feb. 11 and ABC-TV network Feb. 18.

50,000,000 CEREAL BOXES!

General Mills' five leading cereals all feature copy telling 'em that THE LONE RANGER is on the screen. In the stores and in the homes!

SUPERMARKET BALLYHOO!

Giant General Mills tie-up gives you full line of our own posters—with playdate snipes —in first store-wide bally of its kind!

NEWSPAPER ADS — 24-SHEETS!

In the southeast, American Bakeries (Merita Bread) will run ads up to full-page size including playdate! And 24-sheets! Also huge display of Warner Bros. posters in super-markets and on trucks. And 3½ million picture plugs on bread wrappers.

LONE RANGER BRANDED MERCHANDISE!

76 different Lone Ranger items—toys, games, novelties, apparel, etc. for local day-date ads and city-wide store displays!

DECCA RECORD DISPLAYS!

Posters on counters and in windows tie-in with playdates!

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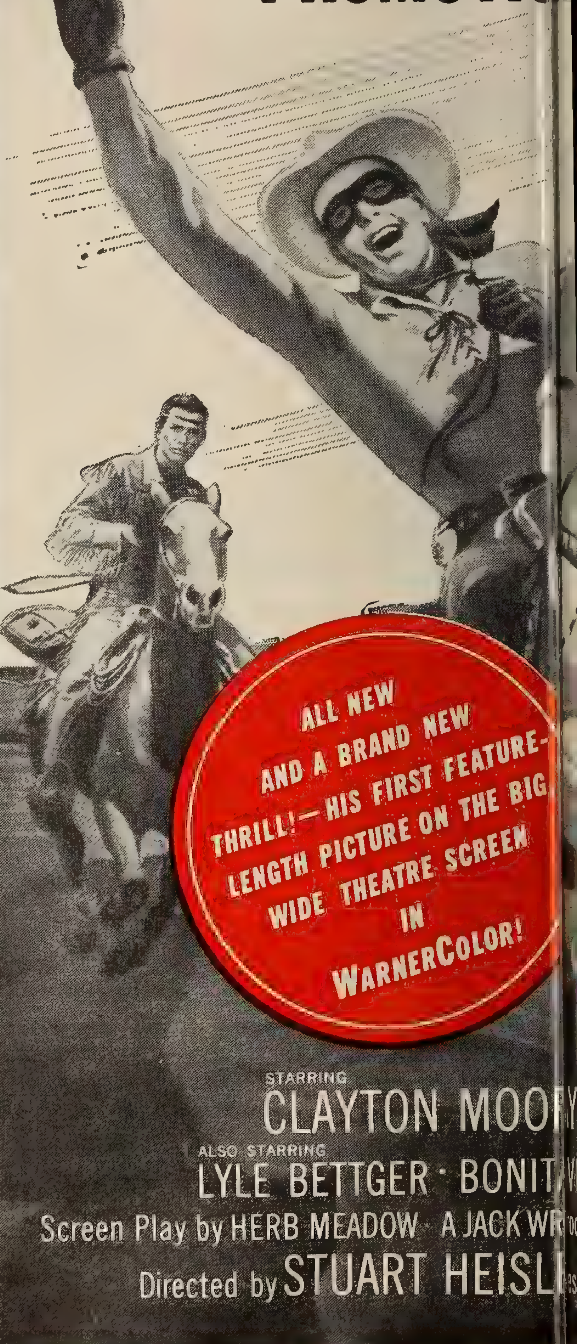

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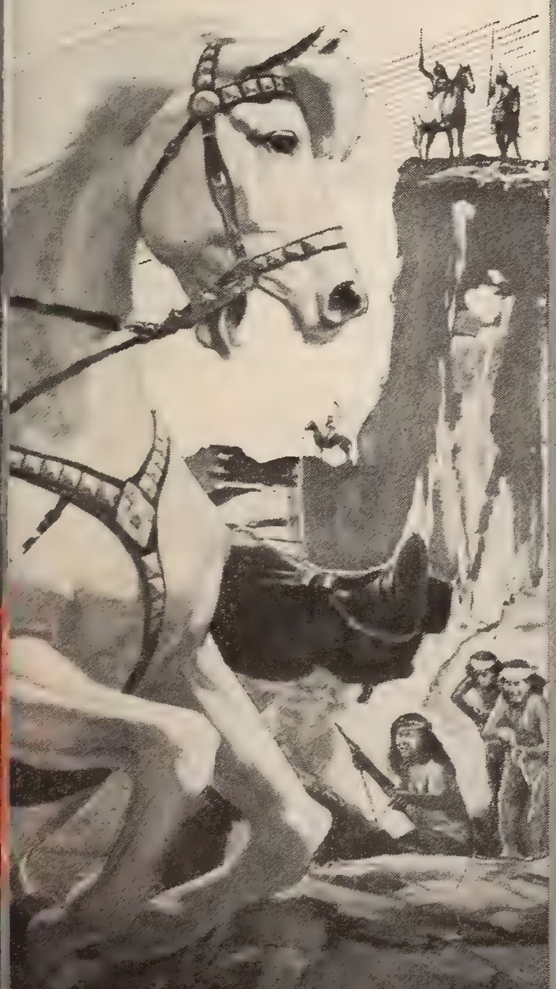

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MORE TV! Two big "behind-the-scenes" sequences devoted to THE LONE RANGER on "Warner Bros. Presents" over ABC network!

SPECIAL COMIC BOOK EDITION! New Dell Publishing Co. release based on picture! Streamers, displays on newsstands and in stores flash the news: THE LONE RANGER is on the screen!

NEWSPAPER COMIC STRIP! 286 papers carrying THE LONE RANGER comic strip all set to tie in with playdates!

BOOK DEALER TIE-UP! Grosset & Dunlap has special book-rack display cards plugging the picture!

THE NOVELTY BOOKS! 53,000,000 sold to date—window tie-ins and store displays wherever Whitman's Children's Books are sold!

SPECIAL GIANT 6 FT. DISPLAY! The Lone Ranger and Silver in full color—a big, exciting eye-catcher for your lobby!

SHOWMEN! SHOWMEN!! See the showmanship pressbook for full details on how you cash in on this promotion!

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20th Century-Fox Screening Room
1052 Bway. · 8:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. · 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway. · 2:00 P.M.

BUFFALO
Motion Pict. Operators Hall
498 Pearl St. · 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. · 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. · 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. · 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. · 2:00 P.M

DALLAS
20th Century-Fox Screening Room
1803 Wood St. · 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. · 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. · 12:45 P.M.

DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. · 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. · 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. · 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. · 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 So. Vermont Ave. 2:00 P.M

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. · 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. · 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. North · 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. · 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 Liberty St. · 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. · 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. · 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. · 1:30 P.M.

PHILADELPHIA
Warner Projection Room
230 No. 13th St. · 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies · 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. · 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
316 East 1st South · 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. · 1:30 P.M.

SEATTLE
Venetian Theatre
15th Ave. & E. Pine St. · 2 P.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. · 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. · 10:30 A.M.

RKO Contest

(*Continued from page* 1)

by Joseph Brecheen, Washington, and Meyer Nackimson, Toronto.

Top honors in Group II went to Harry Cohen, Montreal exchange manager. Second place was won by L. E. Hobson, Denver, and third place went to Lloyd Krause, Cincinnati.

Leading exchange managers of Group III were Harry Paynter, Calgary; Ken Snelgrove, St. John, and Norman Nielsen, Omaha.

District Heads Honored

Prizes were awarded also to district managers for the best over-all performance of the branches under their supervision, Branson said. Winners of this award, in the order of branch performance, were Jack Labow, Canadian district; Al Kolitz, Rocky Mountain district, and Dave Prince, Southeastern district.

Gordon Retires

(*Continued from page* 1)

sultant, director and officer of the organization.

Upon his return from a vacation, he will assume duties on a part-time basis in directing and supervising the non-theatrical interests and investments of the company.

A veteran of the theatre industry, Gordon started in 1922 with the Olympia circuit in Boston of which his uncle, the late Nathan H. Gordon was president and founder. In 1925, Louis Gordon became associated with Arthur H. Lockwood and for the past 30 years, with Lockwood, has developed the present circuit of 30 theatres and several outside interests.

Douglas Amos, district manager of L&G's Connecticut district, has been promoted to the position of general manager in charge of theatre operations for the entire circuit, assuming his new duties upon his return from his vacation on Jan. 17.

Stewart Is Voted No.1

(*Continued from page* 1)

er, Marlon Brando, Dean Martin and Jerry Lewis (the team as a unit), Humphrey Bogart, June Allyson and Clark Gable.

Oddly enough, Miss Allyson, like Stewart with whom she is so successfully starred from time to time, is a newcomer among the poll's frontrunners.

However, Stewart has been among the first 10 in the poll on five different occasions, but never before finished in the No. 1 position. In doing so this year he dislodged John Wayne, last year's champion.

Bogart and Gable, back among the first 10 this year, have been absent since 1949. On the other hand, missing from this year's top 10 after being among the leaders last year are Marilyn Monroe, Bing Crosby, Alan Ladd and Jane Wyman.

The voting, as in previous years, was by independent and circuit exhibitors in the U. S. and Canada. Interestingly, in the division of voting, the U. S. circuit exhibitors had Miss Kelly as their No. 1 choice, while the U. S. independents had her second to Stewart. In the combined voting, the lead went to Stewart, with Miss Kelly second. Similar results appeared in the Canadian voting.

Variations Noted

A variation in the circuit and independent voting also appeared elsewhere in the list of top 10. For example, independents picked John Wayne for third place; circuits picked Holden; independents picked Gary Cooper for fourth; circuits picked Brando; independents voted Holden fifth, circuits had Wayne; independents picked Martin & Lewis for sixth, circuits picked Cooper; independents had Miss Allyson seventh, circuits had her in tenth place.

Although not among the first 10 in the exhibitor voting based on box office performances this year, Monroe, Crosby, Ladd and Wyman were among the top 20 in the poll.

Miss Kelly First in Canada

In the Canadian exhibitor voting, Miss Kelly was first, followed in order by Martin and Lewis, Brando, Stewart, Bogart, Cooper, Glenn Ford, Miss Allyson, Doris Day and Holden.

U.K. Poll

(*Continued from page* 1)

loting, due largely to the limited appeal of the vehicles in which he appeared. Also, Alec Guinness, vastly accomplished and popular actor, dropped this year from sixth to 10th place for similar reasons.

The balloting for top British players resulted in the following selections, in order after Bogarde: John Mills, Norman Wisdom, Alastair Sim, Kenneth More, Jack Hawkins, Richard Todd, Michael Redgrave, Diana Dors and Alec Guinness.

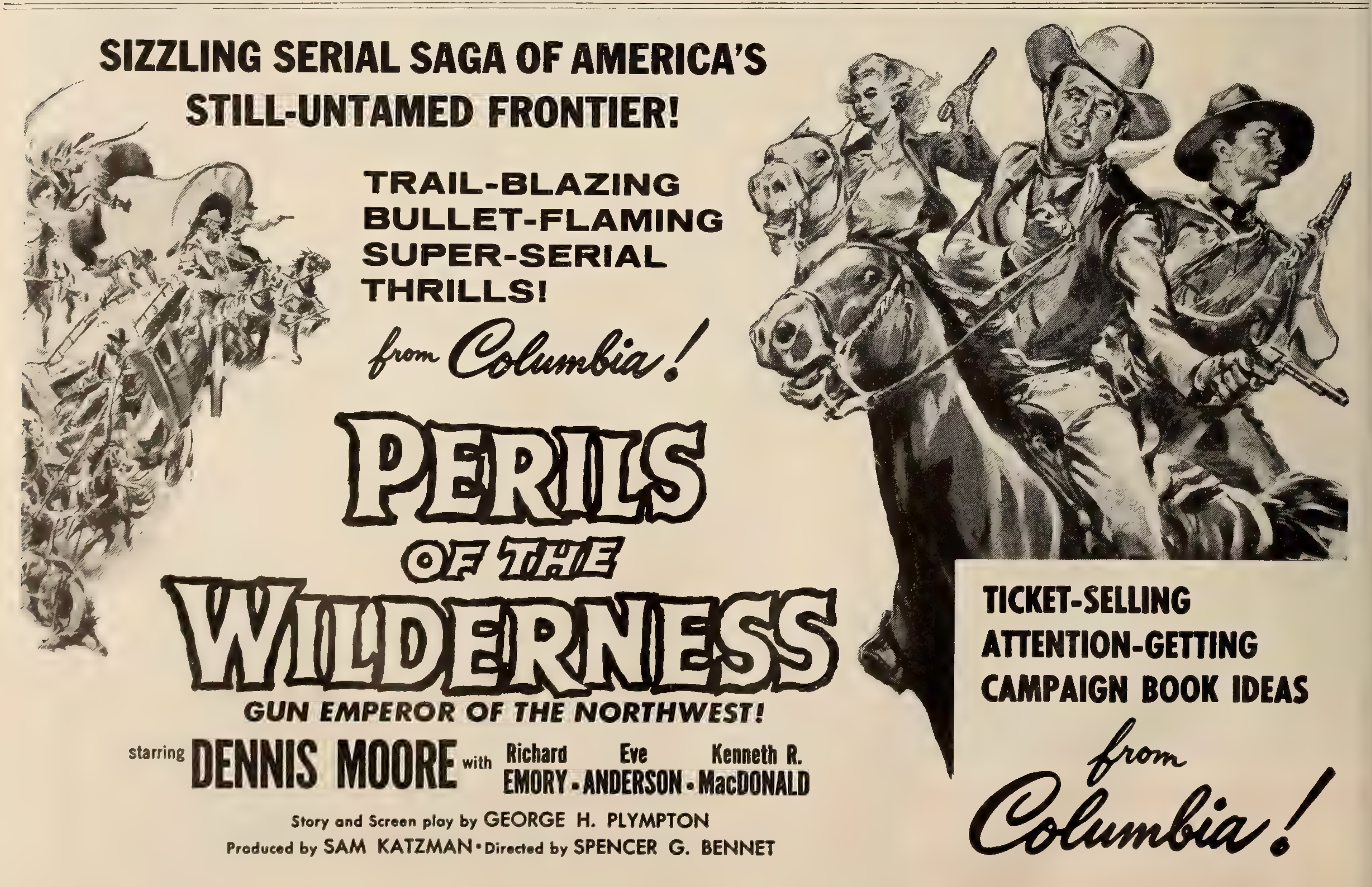
Stewart Runner-Up

The British exhibitors' voting for their top 10 international money-making stars was: Bogarde, James Stewart, Bing Crosby, Doris Day, John Mills, Norman Wisdom, Jeff Chandler, Alastair Sim, Rock Hudson and Humphrey Bogart.

Their voting for top 10 Western favorites brought the following results: James Stewart, Gary Cooper, Burt Lancaster, Audie Murphy, Alan Ladd, Randolph Scott, John Wayne, Kirk Douglas, Rory Calhoun and Jeff Chandler.

RKO Signs Wiesenthal

HOLLYWOOD, Dec. 28. – Sam Wiesenthal has been signed by RKO Radio to produce "Tension at Table Rock," with production to start in February. Charles Mawuis Warren will direct.


SIZZLING SERIAL SAGA OF AMERICA'S STILL-UNTAMED FRONTIER!
TRAIL-BLAZING BULLET-FLAMING SUPER-SERIAL THRILLS!
from Columbia!
PERILS OF THE WILDERNESS
GUN EMPEROR OF THE NORTHWEST!
starring DENNIS MOORE with Richard EMORY · Eve ANDERSON · Kenneth R. MacDONALD
Story and Screen play by GEORGE H. PLYMPTON
Produced by SAM KATZMAN · Directed by SPENCER G. BENNET
TICKET-SELLING ATTENTION-GETTING CAMPAIGN BOOK IDEAS
from Columbia!

BIGGEST BUSINESS IN HISTORY OF THE VICTORIA THEATRE, N.Y.C.

FRANK SINATRA · ELEANOR PARKER · KIM NOVAK

in **OTTO PREMINGER'S**

THE MAN WITH THE GOLDEN ARM

With Arnold Stang, Darren McGavin, Robert Strauss, John Conte, Doro Merande, George E. Stone, George Mathews, Leonid Kinskey, Emile Meyer, Shorty Rogers, Shelly Manne. Screenplay by Walter Newman & Lewis Meltzer. From the novel by Nelson Algren. Music by Elmer Bernstein. Produced & Directed by Otto Preminger. A United Artists Release.

"I'm mighty glad to be playing 'GUYS AND DOLLS.' It's good for our theatre and for the industry. And it encourages producers like Samuel Goldwyn to take those five and a half million dollar risks that keep the fans excited and movie-minded!"

BOB RAPPAPORT
Hippodrome Theatre, Baltimore, Md.

HE SAID A HOUSEFUL!

Thanks Mr. Rappaport. And so happy to hear that your "GUYS AND DOLLS" opening was so wonderful. There were 40 simultaneous premieres last week and all are doing terrific business. And all of the first 8 cities that launched the picture are still packing in the guys and dolls in continuing long runs, now ranging from 5th to 8th weeks.

MOTION PICTURE DAILY

1956
happy
ew year

1956
happy
new year

OL. 78. NO. 124 NEW YORK, U. S. A., FRIDAY, DECEMBER 30, 1955 TEN CENTS

25,320,000 Paid

ashDividends)f Film Firms ;how '55 Rise

3,000,000 Over 1954, ays Commerce Dept.

From THE DAILY Bureau

WASHINGTON, Dec. 29.—Motion cture companies reported paid-out sh dividends of $25,320,000 during e first 11 months of 1955, almost ,000,000 ahead of the $22,350,000 ported for the like 1954 period, the ommerce Department pointed out a report issued today.

November dividend payments were low 1954, however, due to the ct that Columbia Pictures, which id in November last year, followed different monthly payment pattern is year. A total of $1,740,000 was ported for this November, compared ith $2,533,000 in November last ar.

dmission Tax Cut)r Repeal Favored ;y Sen. Douglas, Ill.

From THE DAILY Bureau

WASHINGTON, Dec. 29.—Senator ouglas (D., Ill.) said he would vor reduction or elimination of the deral admissions tax and certain her excise taxes.

He urged Congress to pick up billons of revenue by plugging various x loopholes, and to use this money cut excise taxes and to reduce the te on the first individual income x bracket. His views were contained a report issued by a House-Sene economic subcommittee studying ng-range tax policy.

The subcommittee as a whole opsed any net tax reduction so long the economy continues booming. said tax cuts might be needed if isiness slackens. In another finding, said small businesses should receive tax cut as soon as general tax lief becomes advisable.

'Mr. Roberts' Top Grosser

M-G-M Films at Music Hall Grossed $5,475,000 in '55, Downing Reports

By MURRAY HOROWITZ

Metro-Goldwyn-Mayer films, which again in 1955 received the major share of Radio City Music Hall's playing time, accounted for a total gross of about $5,475,000 on nine pictures at the nation's foremost showcase, Russell V. Downing, president of the Radio City Music Hall, reported.

Russell Downing

In a year-end interview, Downing said the Music Hall in the course of 1955 played 11 pictures, compared to 10 in 1955. The longest run and the biggest grosser was Warner Brothers' "Mr. Roberts," which accounted for $1,360,000 in its nine-week run.

Downing said the Music Hall is an

(*Continued on page* 6)

Some B'way Houses Raising Prices for New Year's Eve

New Year's plans of first-run Broadway houses include extra midnight shows and in many instances increased admission prices of from 25 cents to 30 cents for tomorrow's performances.

Among those increasing general admission prices for the New Year's Eve show are the Radio City Music Hall and Criterion. The Paramount will not go above $2 New Year's Eve, it was stated.

The Roxy will retain its holiday prices for New Year's Eve, offering a preview performance in addition to its regular picture, "The Rains of Ranchipur" and an ice show featured on the stage.

The Roxy announced a complete sell-out of its 1,000-seat reserved section, with tickets selling at $2.50. The Radio City Music Hall also has sold out its 900-seat reserved section at $3.60 per seat. The Globe and Mayfair lined up with those retaining

(*Continued on page* 6)

Hake Sees Australia Continuing 'Ceiling'

Indications are that the Australian government will continue in 1956 its $5,800,000 ceiling on the amount of money which American film companies can remit, Clay Hake, managing director for Paramount in charge of

(*Continued on page* 6)

1955 Production Increased 30% Above 1954 Total; Up 12% in First 10 Months

The major studios turned out 12 per cent more pictures in the first 10 months of this year than they did in the corresponding 1954 period, according to a survey made by the "Wall Street Journal." The "Journal" reported yesterday that the studios produced 254 features in 1954. For all of 1955, the "Journal" said, the total probably will run about 30 per cent higher than last year's 303, with every indication that production will continue upward next year, too.

Four companies—20th Century-Fox, Warner Brothers, Allied Artists and Republic—boosted their output from three to 10 pictures each. Independents boosted their production by about 20 per cent, the report said. New widescreen media and longer runs were given as reasons for the slowdown in the four previous years.

Step Forward

COMPO Unit For Goldenson Audience Plan

Press Group to Begin Formulating Project

The Goldenson plan, stressing the need to win back the women audiences to motion picture theatres, won the enthusiastic support of the Council of Motion Picture Organizations press relations committee here yesterday.

The committee, meeting under the chairmanship of Harry Mandel, of RKO Theatres, agreed on the necessity of finding ways and means to put the project into effect, according to Mandel. It was further agreed that each member of the committee will submit ideas at the group's next meeting, slated in about two weeks.

The meeting was addressed by Leonard Goldenson, president of American Broadcasting - Paramount Theatres, and author of the plan, which holds that with increased automation at the home, the stress and

(*Continued on page* 4)

Union Officials Label Projected Union for Managers a 'Hoax'

By LESTER DINOFF

The National Association of Motion Picture Theatre Directors, Assistants and Treasurers, which is attempting an organizational drive among theatre managers and assistand managers, "is conducting its operations without the endorsement of the AFL-CIO," a top regional AFL-CIO leader flatly declared here yesterday.

Labeling the union "a hoax" because of its claims of having AFL-CIO support and because of its clandestine manner of operation, the labor leader said that "avenues are being investigated in which the

(*Continued on page* 4)

Happy New Year United Artists

PERSONAL MENTION

MAX YOUNGSTEIN, United Artists vice-president, and Francis Winikus, his executive assistant, will leave here on Jan. 10 for Europe.

•

Americo Aboaf, Universal-International vice-president and general sales manager, has returned to New York from Europe.

•

Ellen Drew and her husband, W. T. Walker, will sail from New York today aboard the "America" for Europe.

•

Ivan Tors, producer, is the father of a son born this week to Mrs. Tors in Beverly Hills.

•

Robert Rossen, producer-director-writer, will leave New York on Monday for London.

•

Jules Levey, independent producer-distributor, is expected back in New York next week from the Coast.

•

Rossana Podesta on Monday will be in Pasadena from Hollywood.

R. O. Schoham Dies; M-G-M of Cuba Mgr.

HAVANA, Dec. 29. – Robert O. Schoham, manager of M-G-M of Cuba, died here today following an emergency operation. His wife, Miriam, and his sister, Mrs. Dolly Goldsmith of London, were at his bedside.

Schoham joined Loew's in 1928, and in 1932 was named manager in Finland. Since that time he had filled managerial posts in several European and Latin-American countries, including Belgium, Sweden and Puerto Rico.

Now 'Mitchell Square'

Gary Cooper and Charles Moss, executive director of the Criterion, officiated in ceremonies changing the name of Times Square here to Billy Mitchell Square. The ceremonies, which attracted huge holiday crowds, were followed by a luncheon at Sardi's for the trade and lay press, attended by Cooper, currently starring in "The Court-Martial of Billy Mitchell" at the Criterion.

No Paper Monday

MOTION PICTURE DAILY will not be published on Monday, January 2, a legal holiday.

Half Day Today At Home Offices

Seven of the 10 major film companies here, plus a number of theatre circuits and the Motion Picture Association of America, will work a half-day today enabling their employees to get an early start on the New Year's weekend.

Closing at 1 p.m. today are 20th Century-Fox, M-G-M, Universal, Columbia, United Artists, Warner Brothers, Allied Artists and possibly Republic. The MPAA and Paramount will close at 3 p.m. while RKO Radio Pictures contemplates a full working day.

Schneider Joins UA Foreign Publicity

Clarence J. Schneider has been appointed assistant manager of the United Artists foreign publicity department.

C. J. Schneider

Schneider had been a member of the publicity staff of Columbia Pictures International for many years. He replaces Ben Halpern, who has been elevated to the post of UA manager of advertising, publicity and exploitation for Europe and the Middle East.

14 Theatres Correct Fire Law Violations

One of 13 theatres inspected by inspectors of the New York City Fire Department yesterday was found to have a violation of the municipality's fire laws, it was announced by the Fire Department.

The theatre, the Strand, in Brooklyn, was found to have excessive props in the stage area.

The Fire Department said that thus far its inspectors have found 56 theatres to have violations out of the 145 houses inspected since the safety drive started. The departmental representative said that 14 theatres have thus far corrected the violations uncovered.

Cook to 'Collier's'

Gene Cook has been appointed associate editor in charge of entertainment and picture stories for Collier's effective on Jan. 3, it was announced by Ken McArdle, editor. Peter Maas, formerly a reporter on Collier's, has been named assistant to Cook.

SMPTE to Compile Instruction Courses

Formal steps have been taken by the Society of Motion Picture and Television Engineers to compile a report on motion picture and television instruction in colleges and universities in the United States. Dr. John G. Frayne, president of the Society, announced that he had appointed a committee on college motion picture and television curricula which would commence work on this project at once.

In 1946, Dr. Frayne compiled a report on motion picture instruction in colleges and universities and in September, 1950, this report was revised by Jack Morrison of the University of California at Los Angeles. In addition to bringing those earlier reports up-to-date the committee hopes to expand them to include related courses in television instruction.

D. P. Wedberg Is Chairman

The committee, which is under the chairmanship of Desmond P. Wedberg, editor of Film and A-V World, is a subcommittee of the society's committee on education. The parent group was organized early in 1955 to meet the growing need for trained technical people in the motion picture industry. Through its subcommittee on training of film laboratory technicians the group has already established three seminars at the Engineering Extension Division of the University of California at Los Angeles.

Map Plans for Bow Of 'Carousel' Here

Business, civic and medical figures and stars of 20th Century-Fox's CinemaScope 55 production "Carousel" were present at a special afternoon meeting yesterday at New York Medical College to set plans for the charity world premiere of the film version of Rodgers & Hammerstein stage production.

The opening of the first CinemaScope 55 attraction, scheduled for Feb. 16 at the Roxy Theatre, will benefit the New York Medical College, and tickets to the event have been scaled from $10 to $100.

The charity bow of "Carousel" is expected to be a highlight of the winter season in New York. Celebrities from all segments of the entertainment world, including stars of the picture, as well as social, civic, political leaders and dignitaries from other walks of life have been invited to attend.

3 From UA in Jan.

United Artists has set "The Man with the Golden Arm," "Three Bad Sisters" and "Storm Fear" for national release in January, it was announced by William J. Heineman, vice-president in charge of distribution.

'10 Bests' in Mexico; Cantinflas in Front

Special to THE DAILY

MEXICO CITY, Dec. 29.—The N tional Exhibitors Assn. tabulated i 10 top money-making stars througl out Mexico during the first half 1955 in this order:

"Cantinflas" (Mario Moreno), Pec ro Infante, Libertad Lamarque, Ma lon Brando, Arturo de Cordob Marilyn Monroe, Gina Lollobrigid Audrey Hepburn, Burt Lancaste Silvana Pampanini.

The association named the follow ing pictures as January to June bo office champions throughout Mexico "School for Tramps" (Mexican "On the Waterfront" (Columbia "The Living Desert" (Walt Disney) "The Last Time I Saw Paris" (Met ro), "Three Coins in the Fountain (20th-Fox), "Atilla" (U-I).

Report on July-November

The exhibitors reported the follow ing as national box-office aces in th July to November period:

"Lower the Curtain" (Mexican) "20,000 Leagues Under the Sea (Walt Disney), "The Blackboar Jungle" (Metro), "Seven Brides fo Seven Brothers" (Metro), "Musi School" (Mexican).

'Cantinflas' and 'Infante' Tops in Mexico City

MEXICO CITY, Dec. 29. – The local top Mexican box-office champion actors are "Cantinflas" (Mario Moreno) whose latest, "Lower the Curtain," grossed $175,000 in 16 weeks, and Pedro Infante whose "School fo Tramps" earned $173,500 in 19 weeks.

Moreno's picture was produced by Posa Films and is being world distributed by Columbia Pictures. Dyana Films and Fernando de Fuentes made Infante's film.

Heads Mexican Assn.

MEXICO CITY, Dec. 29.—Mario Zacarias, president of Producciones Zacarias, is the newly elected head of the Producers Association. His aides are Armando Orive Alba, manager of Clasa Films, vice-president, and Alfonso Rosas Priego, producer, treasurer.

NEW YORK THEATRES
RADIO CITY MUSIC HALL
Rockefeller Center
"KISMET"
in CinemaScope and Color starring
HOWARD KEEL . ANN BLYTH
DOLORES GRAY . VIC DAMONE
AN M-G-M PICTURE
and The Music Hall's Great Christmas Show

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sxth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-president; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

PEOPLE

Jack Kirsch, president of Allied Theatres of Illinois, will again act as chairman of the Cook County Theatre Week for the 1956 March of Dimes. Theatre lobby collections are planned by his committee during the week of Jan. 20-26.

□

Walter A. Hensel has been elected vice-president of General Aniline & Film Corp. of New York. He has been general manager of the Ozalid division of the company, in Johnson City, N. Y. He will continue to hold that post.

□

Dick Johnson, formerly with the Floyd Theatres circuit in Florida, has been named office manager and booker for ABC Booking Service, Atlanta. He replaces **Cliff Wilson,** who has joined Paramount-Gulf Theatres in New Orleans.

□

John M. Cooper, director of radio and television news for International News Service since 1947, will join the Columbia Broadcasting System on Jan. 8 to be in charge of newsfilm syndication production, it was announced by **Sig Mickelson,** CBS vice-president in charge of news and public affairs.

□

Howie Horwitz of Paramount Pictures studio publicity department has been named as assistant to **Don Hartman,** Paramount's production head in Hollywood.

□

John C. Wein, who has been president and business agent of Local B-5, Cleveland, since 1940, has been re-elected to both posts for another two-year period. Elected to serve with him are: vice-president, **Frank DeFranco;** financial secretary, **Harry Lyman;** recording secretary, **George Sendry.**

Mexican Film Bank Ends Loans on 'B's

Special to THE DAILY

MEXICO CITY, Dec. 29. – Eduardo Garduno, director general of the semi-official Banco Nacional Cinematografico, and head of Cinex, semi-official controller of foreign distribution of Mexican films, has issued a statement saying that the bank no longer will make loans to producers without good standing or for films of a cheap or vulgar order.

Loans of from 65 to 85 per cent will be made as heretofore for quality productions by recognized principals, he said.

Code and Police Powers Sufficient

Special Committee Recommends Memphis Abolish Its Censor Board

Special to THE DAILY

MEMPHIS, Dec. 29.–Memphis should abolish its censor board, Mayor-elect Edmund Orgill's special study committee recommended today.

The committee, headed by attorney John Apperson, said voluntary censorship by the motion picture industry and present police powers are sufficient to protect the public from indecent pictures.

Apperson's committee found that "only two cities in the nation" have such powerful censor boards as the present Memphis board which is headed by 89-year-old Lloyd Binford. The only other city with a board like the one in Memphis, the report said, is in Atlanta.

Against 'Previous Restraint'

The committee said it is flatly opposed to what lawyers call "previous restraint censorship." That means censorship which restrains a picture before it is ever shown in public—the board members having a private showing first. This form of censorship, the report said, has been called "contrary to the American concept of freedom" by the U. S. Supreme Court.

The present board attempts to view and rule on all films before they are shown in public.

Apperson said that the Police Department would have to wait until a picture was shown in public to view it. Then the Police Department, should it find the picture indecent, could close it.

Detroit and Chicago are among cities which rely on that form of protection from indecency, the report said.

Term Expires Tomorrow

Binford said before the study committee was appointed that he would accept reappointment after his current term expires on Saturday. That also is the end of the terms of the four other members of his board—Mrs. B. F. Edwards, Mrs. Walter L. Gray, Mrs. St. Elmo Newton, Sr., and Avery Blakeney. The chairman gets $200 a month and members get $20.

Apperson said in a letter transmitting the report to Orgill: "I doubt the wisdom of reappointing any of the old board. It has received quite a lot of criticism."

The report said that in case the incoming city commission wants to maintain some form of censor board, a three-member board is recommended. This board would view only pictures lacking the motion picture code seal of approval. Chairman of the board would be paid $75 a month and members $50.

Wants Code Seal Publicized

Efforts should be made to get exhibitors to show in advertisements whether a film has the Code Seal, and whether it is classified for adults, children or family, the report says.

The report also recommended that a local voluntary organization such as the better films council be encouraged to classify films with the aid of other volunteer organizations.

Serving with Apperson on the study committee were Dr. Donald Hennin, pastor of Calvary Episcopal Church; Dr. M. W. Lathram, Jr., a psychiatrist, John A. Oscinach, an attorney, and Dr. Payton Rhodes, president of Southwestern.

The Apperson committee had a public hearing on Dec. 14 and then asked for views in writing. Apperson said the committee got 113 letters, some from organizations and some bearing more than one signature. Against any form of censorship were 84 letters, 29 were for some form of censorship and 12 were for some form of voluntary classification, Apperson said.

FCC Again Stresses Toll TV's Uniqueness

From THE DAILY Bureau

WASHINGTON, Dec. 29.–The Federal Communications Commission in its latest report notes that filings in the toll TV proceedings have been "more voluminous" than any previous docket case.

It emphasized again that toll TV "involves a basic change in the American system of broadcasting, and raises substantial questions of a legal, technical and policy nature."

Du Mont Treasurer Post to S.F. Patten

Stanley F. Patten has been elected treasurer of Allen B. Du Mont Laboratories, Inc., in addition to his duties as vice-president and a director, it was announced by Dr. Allen B. Du Mont, chairman of the board. He succeeds Paul Raibourn, who will continue as a director.

Patten, who joined Du Mont as assistant to the president after his retirement from the Navy as a rear admiral in 1947, was elected vice-president in 1951 and a director in 1952.

'Misty' to Be Made By RKO in July

HOLLYWOOD, Dec. 29. – Ralph Dietrich and Martin Berkeley have been signed to produce and write "Misty," novel by Marguerite Henry, for RKO Radio Pictures. Shooting will begin in July.

The entire production will be made in the actual locale—the tidewaters off the Virginia and Maryland coast—with filming in color and wide-screen.

Tops 1954

Holidays Pull Strong in South And Southwest

Southern and Southwestern situations, with the exception of Oklahoma City, reported holiday business this year well ahead of the 1954 yuletide season, according to MOTION PICTURE DAILY field correspondents.

In New Orleans, holiday grosses are topping last year's business, first-run managers reported. The neighborhood theatres and drive-ins reported a big pickup starting on Christmas night. Previously, the outdoor theatres were hard hit by heavy fog, but in the last few days the dampness has been limited solely to the early morning.

The influx of visitors for the Sugar Bowl football game has helped to fill New Orleans theatres, too.

Business Good in Houston

In Houston, a general increase in theatre business was reported for the entire area over holiday grosses of last year. The downtown houses began to feel the upward trend last Friday night with the changes of programs. Drive-in attendance lifted sharply on Christmas Day and has been continuing on almost a capacity level. The neighborhood pickup was slower to get started, but it has been noticeable since Monday.

In Oklahoma City, theatres reported business off from 40 to 50 per cent as compared to last year. The exception was the Warner Theatre where "Guys and Dolls" opened strong on Dec. 23 and kept up the pace.

"Golden Arm" Opens Strong At Chicago's Woods Theatre

CHICAGO, Dec. 29.–United Artists' "The Man with the Golden Arm" pulled $8,250 on its opening day at the Woods Theatre for a single-day record at the house, topping the previous mark by 15 per cent.

New Orleans VC Elects

NEW ORLEANS, Dec. 29.–Elected as the 1956 officers of Tent No. 45 are: Page M. Baker, chief barker; H. F. Cohen, first assistant; William Briant, second assistant; Dan M. Brandon, property master, and Henry C. Plitt, dough guy.

IATSE Board to Convene on Jan. 30

The regular mid-winter meeting of the IATSE general executive board will be held at the Hollywood-Roosevelt Hotel, Hollywood, during the week beginning Jan. 30, it has been announced by international president Richard F. Walsh.

REVIEW:

Storm Fear

Theodora-United Artists

This is Cornel Wilde's first chore as a director-producer, although not the first film made by his own company. It is a commendable job and he turns in an exceptionally good performance, too.

The picture shows a family, not too happy as a unit, made even more miserable by the sudden appearance of the husband's gangster brother and some unholy associates. The family becomes their virtual prisoners and the wife and son unwilling or unknowing accomplices.

The husband, Dan Duryea, is a sickly man, an unsuccessful writer and a weakling. His wife, Jean Wallace, married him merely to give her child a name and home. And the brother, Wilde, her real love and father of the child, is wounded and weary. He and his cohorts have just robbed a bank (thus their need for protection) and a brutal snowstorm has presented them from moving on.

Although the son thinks the man is his uncle he is terribly fond of him and, despite his mother's protestations, agrees to guide the trio over the mountains to safety. Everyone gets his just desserts but not before an abundance of suffering is meted out to each.

"Storm Fear" utilizes the talents of several fine Broadway and television people including screenplay writer Horton Foote and actors Lee Grant and Steven Hill, who play Wilde's partners in crime.

Two interesting departures from the norm are the boy, David Stollery, and Wilde.

Based on Clinton Seeley's novel of the same title, "Storm Fear" is loaded with violence (both physical and vocal) and excitement.

Running time, 88 minutes. Adult audience classification. Release date not set.

Goldenson Plan

(*Continued from page 1*)

strain of family living can be relieved by seeing motion pictures away from home, in theatres, thereby wisely utilizing the increased free time enjoyed by the heads of families.

Mandel said the committee will pursue as far as it can go Goldenson's proposal of devising a public relations program to meet the AB-PT president's points. He called the entire theme of recapturing audiences, especially the women, "urgent" and "necessary." Women, according to Goldenson, set the film-going habits of the family.

Attending the meeting in addition to Mandel and Goldenson were: Harry Goldberg, Stanley Warner; Ernie Emerling, Loew's Theatres; Dave Diener, Monroe Greenthal agency; Robert Coyne, special counsel of COMPO; Charles McCarthy, COMPO information director; and Ken Clark, of the Motion Picture Association of America.

Compatibility Emphasized

MGM Magnetic-Perspecta Print Described in Company Circular

From THE DAILY Bureau

LOS ANGELES, Dec. 29.—Any theatre which is now using CinemaScope at any screen ratio below 2.4 to 1 will not be able to tell the difference between the CinemaScope prints they are now using and the M-G-M dual purpose magnetic and Perspecta prints which the company is inaugurating with the release of "Kismet," according to an M-G-M sales circular.

'Fox-Hole' Type a Factor

M-G-M decided recently on a policy of providing U. S. exhibitors with magnetic prints compatible for use on projectors with magnetic sound reproducing equipment and those with optical reproducing equipment equipped with "Fox-hole" type sprockets.

The sales circular, distributed to all M-G-M branch personnel, is designed to familiarize them with the details of the new print policy. The circular states: "Many of the theatres visited by M-G-M sales people run CinemaScope at 2.35 to 1 and thus these new prints are completely compatible with their present lens, aperture plate, and screen combination. There are no statistics available, but it is doubted that there are many theatres where the present picture proportion exceeds 2.4 to 1 and, in fact, some customers run CinemaScope pictures in approximately 2 to 1 aspect ratio."

Supply to Continue

The branch circular says that "on the matter of small sprockets every exhibitor will want to have the most modern sprockets as soon as possible, but we do not expect to lose one dollar of revenue due to non-availability of small sprockets, consequently we will continue supplying prints with large sprocket holes as long as necessary."

M-G-M first notified its branches of the new development in October, when in a circular, the company stated: "Beginning with 'Kismet,' all magnetic prints supplied on M-G-M pictures will be compatible for use on both projectors with magnetic sound reproducing equipment and those with optical reproduction equipment equipped with 'Fox-hole' type sprockets. This technological advance increase the effective use of prints in circulation. During the past year or so, since instituting our policy of providing magnetic prints as well as prints with optical tracks on CinemaScope productions, we have been experiencing serious booking and scheduling problems, even though the total number of prints has been increased from time to time."

Talk Advantages 'Obvious'

The advantage of being able to use the same print on either a four-track magnetic reproducing system or on a three-channel Perspecta, as well as on the old standard single-channel optical system, are obvious."

Union

(*Continued from page 1*)

NAMPTDAT could be stopped from using the AFL-CIO name and a very similar union seal on its mailing pieces."

The labor official requested that his name not be divulged at this time pending the finalization of the investigation.

He pointed out that under the "laws of our land, namely the Taft-Hartley Act, theatre managers and assistant managers are considered supervisory personnel and are not allowed to be part of any union, especially ones with their own employees."

Calls Address 'Non-Existent'

It was also pointed out by the AFL-CIO labor leader, that the NAMPTDAT mailing piece sent out by Irvin Fredlyn, a former Loew's Theatres house manager, it was learned, is asking prospective members to send their membership cards to AFL-CIO East Coast Headquarters, Director of Organization, General Post Office, New York. He said that this address is "non-existent in his regional union" and also said that in the AFL-CIO no person is known as a director of organization.

According to the NAMPTDAT mailing piece, the union was first formulated two years ago and would like to bring job security, increases in salaries, pensions, better working hours and conditions to motion picture theatre managers and assistant managers. The Fredlyn circular also asserted the union "is approved and endorsed by the AFL-CIO" and has "been directed by the legal department and officers of the AFL-CIO to have our Association represent you." This was denied by the AFL-CIO official.

No longer in Industry

Fredlyn, it was learned, is a former Loew's Theatres house manager who is no longer in the industry.

According to an official of the IATSE, which has national locals representing "front-of-the-house" personnel—cashiers, doormen, ticket takers, ushers and matrons—this Fredlyn "thing" is not the first attempt to organize theatre managers and assistant managers.

One veteran theatre manager, who has charge of an "art" house for a circuit, when questioned about NAMPTDAT, said that "many theatre managers about the country would be all for supporting such a union if it could possibly be formed."

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

To protect drive-in screens from rain and dust-laden winds the Cine Colombia circuit of Medellin, Colombia, South America, is installing curtains made of a plastic material at four of its operations. They will operate like the screen traveler of an enclosed theatre, opening to any distance under control from the projection room. Track and control equipment for the purpose has been developed by Vallen, Inc., Akron, Ohio, which recently equipped 20 indoor houses of this circuit. The track for the drive-ins is a modification of Vallen Super-No. 11, and the curtains, which are available in several colors, were fabricated according to Vallen specifications. All equipment was supplied through Vanderburgh & Co., New York.

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The United States Air Conditioning Corporation, Minneapolis, has just published a new 36-page booklet describing the development and use of self-contained central station air-conditioning equipment. Called "Why RK?" the two-color, liberally-illustrated brochure traces the history of comfort cooling in non-technical terms from the days of the Romans.

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C. J. Bachman, who was chief engineer of the Stanley Warner, Newark, N. J., zone for 24 years, has now joined Montgomery Engineering Company, distributors for Carrier air-conditioners in New Jersey from Jersey City. Bachman will be primarily concerned with sales in his new post. Before joining Montgomery, he was with Fairchild Recording.

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"China-Cote" is the name of a new plastic-coated cup for hot drinks marketed by the Lily-Tulip Cup Corporation, New York. It has a special precision-rolled, plastic-coated rim for easy dispensing and an interlocking, broad base bottom to assure non-tip landing from automatic machines. It is available in two designs—for vending use, a brown-and-white checked pattern with a brown-leaf overlay; and a white leaf pattern against a ceramic-tone gold.

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Five new distributors have been added to the growing list of firms handling the Sweden Freezer Manufacturing Company's line of soft-serve ice cream and milk shake making equipment, according to Harvey F. Swenson, president. They are in Erie, Pa.; Kensington, Md.; Norfolk, Va.; Huntington, W. Va.; and Manchester, N. H.

Exhibitors of France Feel TV Competition; Public Sets Taxed

By HENRY KAHN

PARIS, Dec. 26 (By Air Mail). – Public television entertainment in bars and cafes in France is to be axed four times more than home elevision.

Cafe owners are only too pleased o pay this tax since business improves enormously when a TV receivng set is installed. Receipts in local cinemas, however, have been known o drop by as much as 50 per cent from TV competition.

While this is not true of Paris and the South it is true of the North where well paid miners, textile and steel workers are able to buy TV sets. The president of the Syndicat of Northern Cinema Exhibitors, M. Hernez, has, therefore, asked that all films on TV be banned. At present old films may be shown. This is not ikely to happen as producers are only oo happy to sell old films to TV.

Investigation First

The government has decided, nevertheless, to grant public licenses for TV only after an enquiry. But it s unlikely that this will include an enquiry into the effects of TV in cafes on local cinemas. So after many years France is being hit by TV. It has aken some time to come but it has arrived. Both producers and exhibitors had hoped to be ready for it but they are not.

Ship 'Dimes' Films To TV Stations

Distribution of films made by top tars of the entertainment world for the 1956 March of Dimes was started this week, Howard J. London, director of the radio, television, motion picture department of the National Foundation for Infantile Paralysis announced.

Prints of TV films will be shipped on a staggered basis to all of the television stations in the United States, its territories and to the Armed Forces. Wherever possible the 16mm. ound prints will be distributed on an "exclusive in your city basis" to avoid duplication of artists in each area.

Name New NFFC Board Chairman

LONDON, Dec. 27 (By Air Mail.). –H. Nutcombe Hume has accepted he invitation of the president of the Board of Trade to become chairman of the National Film Finance Corporation in succession to Sir John Keeling, who has been forced to reduce his business commitments.

Hume will also assume the chairmanship of British Lion Films, Ltd., which is a wholly owned subsidiary of the corporation. Hume is chairman of the Charterhouse Investment Trust Group.

REVIEWS:

Lease of Life

IFE Releasing Corp.

IFE's FIRST IMPORT from a market other than Italian is this J. Arthur Rank production. While strictly British in concept, its appeal should not be limited to art theatres. It has warmth, humor and moments of dramatic impact and it points up a lesson in sensible living. And, too, it has Robert Donat who is a drawing card among American audiences.

"Lease of Life" also is interesting for its scenes of the English countryside, enhanced by good color by Eastman. The story is leisurely paced, the situations believable and the characters true to the locale. Donat gives a standout performance as a vicar in an English town. Equally fine portrayals are presented by Kay Walsh, as his wife; Adrienne Corri, his daughter, and Vida Hope, the latter in a minor but convincing role as the vindictive wife of one of Donat's parishioners.

As the vicar of the town, Donat has his financial worries, not only in the meeting of day-to-day expenses but also in making it possible for the daughter to win a piano scholarship in London. A heart attack further dims his future, but when he learns, privately, that he has but a year to live, his attitude toward life changes. When he is invited to preach a sermon in a large cathedral—a sermon to the graduating class of a boys' school—he delivers an off-beat message that arouses the hostility of the school's officials who had planned to offer him a new and important job. A dying parishioner entrusts Donat with his savings, roughly £300. Donat's wife "borrows" £100 of it to finance her daughter in London and Donat is faced with the need to replace it, ultimately accepting an offer to write for the popular press, an offer which he previously had turned down. A second heart attack and recovery result in the wife's acceptance of Donat's belief that there is life in the face of death. And the situation is eased by the daughter's determination to make her own way in London.

Producer Michael Balcon, writer Eric Ambler and director Charles Frend have combined their talents and efforts to present an interesting and enjoyable picture.

Running time, 93 minutes. General classification. For release in January.

AL STEEN

The Lieutenant Wore Skirts

20th Century-Fox—CinemaScope

A MERRY ROMP, co-starring Tom Ewell and Sheree North, is unfolded in "The Lieutenant Wore Skirts," a picture which should do a nice business and leave the audiences happy.

Miss North, the girl in "How to Be Very, Very Popular," shows a high potential as a comedienne in this 20th-Fox release. And Tom Ewell, of "Seven Year Itch" fame, handles his role adroitly. The billing combination, plus the hilarity evoked in some of the situations, should register well at the box-office.

The picture gets to the center of its fun when Ewell finds himself living on an Air Force post in Hawaii, playing housekeeper to his reenlisted WAF lieutenant-wife, Miss North. Ewell as housekeeper extraordinary, madly scheming to make life so embarrassing for his wife that she'll get herself discharged, has a number of side-splitting moments. The humor veers on the slap-stick side and while the screenplay by Albert Beich and Frank Tashlin has many fine sequences, some of the situations appear forced, somewhat dampening the punch lines.

Produced in CinemaScope and color by De Luxe, producer Buddy Adler has assembled a competent supporting cast, members of which are ably directed by Frank Tashlin. The situation comedy, which could have been paced faster in this reviewer's opinion, encompasses a wild going-away party, mistaken reenlistments, a psychiatrist's couch, and even a twist on and a direct reference to "Seven Year Itch." All in all, though, it's fun and will be appreciated by the paying customers.

Others in the cast include Rita Moreno, Rick Jason, Les Tremayne, Alice Reinheart, Gregory Walcott and Jean Willes. Beich, who did the screenplay in association with Tashlin, also did the story.

Running time, 99 minutes. General classification. For January release.

MURRAY HOROWITZ

National Pre-Selling

MAXWELL ARNOW, talent executive with Columbia Pictures, has written an interesting and informative article on the screen tests of Susan Strasberg and Kim Novak, made for their co-starring roles in "Picnic." It appears in the January issue of "Good Housekeeping."

On the lead page of the story there is a reproduction of a film clip showing Miss Strasberg emoting in her test for "Picnic."

Arnow reports: "On the important day of the test Kim Novak knew her lines perfectly. But she trembled like a race horse at the starting gate. We talked with her, joking, cajoling, calming, encouraging. When we saw the results of the test on the following day we knew she possessed that rare something we had hoped for."

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"The Court Jester," the Paramount picture starring Danny Kaye which is based on "The Maladjusted Jester" by Sylvia Fine, has been selected by "Seventeen" as its picture of the month for January.

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"Kismet," now playing at Radio City Music Hall, is advertised on the table of contents page of "McCall's" January issue.

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In an article predicting an outstanding year for motion pictures, "Parade's" editors in their Jan. 1 issue report "two of the year's top draws will be Gregory Peck who has the lead in 'Moby Dick' and 'The Man in the Grey Flannel Suit,' and Deborah Kerr, star of three big ones—'The King and I,' 'Tea and Sympathy' and 'The Proud and the Profane'."

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An interest-compelling page ad on "I'll Cry Tomorrow," the detailed story of Lillian Roth's life, appeared in the Dec. 19 issue of "Life."

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Gordon MacRae, singing star of both "Carousel" and "Oklahoma," is profiled pictorially in the Dec. 27 issue of "Look." Photos taken on the production sets of these two pictures, one with his co-star Shirley Jones, brings up to date the motion picture careers of these popular singing performers. There are also photos showing MacRae with his wife and four children.

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"I'll Cry Tomorrow" is a dramatic new movie which tells Lillian Roth's own inspiring story of a woman's return from hopelessness and despair," reports Barbara Goldsmith in the January issue of "Woman's Home Companion." The foregoing is used by Miss Goldsmith as a lead for a review of this M-G-M picture and an analysis of Miss Roth's life. A full page is devoted to the text and photos of Miss Roth and Susan Hayward.

WALTER HAAS

May Send It Here

UK Automatic Projector on Rental Basis

By PETER BURNUP

LONDON, Dec. 27 (By Air Mail). —An inclusive rental plan for Projectomatic is announced here by G. B.-Kalee, world distributors of the new automatic projection system.

No capital outlay will be involved except for the initial wiring costs. The system will be installed, serviced and maintained on a rental agreement, ranging from approximately £3.10.0d. ($9) a week upwards. No theatre, it is claimed, will be too small or too big for the equipment. There will be eight types of Projectomatic built up from the basic unit to meet individual presentation requirements.

Wide Range of Service

G.B-Kalee states that the basic unit will start-stop and change-over the projectors; open and close the curtains; switch on and off the footlights; and control the non-sync. The most comprehensive installation will, in addition, operate magnascopic masking for three positions, change over for 3-track sound and operate a color selector for footlights or house lights.

The device is designed for use in conjunction with all makes of projection and sound equipment, both optical and stereophonic. The companys adds that the system, which has had exhaustive field tests under practical working conditions in 14 theatres throughout the country, is expected to be generally available in April.

Cites Four Benefits

In making the announcement, G. B.-Kalee list four main reasons why the industry can benefit from the introduction of Projectomatic. The new system, it claims, can ease the present burden on operating-box staffs; in some cases permitting the introduction of a partial shift system and giving personnel an occasional "evening at home."

It will assist recruitment as a result of improved working conditions in a section of the industry at present handicapped by the shortage of skilled operators.

It will alleviate the difficulties of the chief projectionist leaving him free to devote his full attention to other relevant duties associated with modern presentation.

A permanent high standard of program presentation is assured.

Still Being Improved

T. A. Law, managing director of J. Arthur Rank's British Optical and Precision Engineers, told this Bureau that his technicians are still engaged on refinements of the device. He admitted that distribution of the device in the U.S. was under consideration. "But we want to make sure of having a perfected piece of equipment and put it through exhaustive tests," he said.

Law flies to America on Friday for routine talks with his company's Bell and Howell associates. His trip will take in New York, Rochester and Chicago.

British Papers Give a Big Play to 'Herald-Fame' Poll; Proud of Home Talent's Showing

From THE DAILY Bureau

LONDON, Dec. 29.—British newspapers, from the "Times" to the tabloids across the nation, today published full details of the Motion Picture Herald-Fame poll of top Money-Making Stars of 1955, and Quigley Publications' London Bureau's box office survey.

Considerably more space was devoted to the annual poll than ever before. For example, the 4,000,000 circulation tabloid "Daily Mirror" devoted its whole front page to the story with pictures of winners.

All papers commented on the apt reflection the poll gave the current drawing power of British pictures in consequence of the nation's exhibitors voting Dirk Bogarde as the leader not only among British players but also of the international list of talent champions. Also, seven of the top 12 money-making pictures of the year in the London Bureau's box office survey were British-made.

Australia

(*Continued from page* 1)

Australia and New Zealand, forecast here yesterday.

Hake, in New York for home office conferences, saw no increase next year on the current $5,800,000 ceiling for remittances. He said he could not estimate the frozen funds of film companies in Australia currently, explaining that he knows only Paramount figures.

Australian film business in 1955 was a record year, according to Hake, who credited the rise to better quality pictures, the strong economic situation there, and other favorable factors. American pictures, he went on, continue to dominate Australian screens.

TV Growth Is Slow

Regarding TV in Australia, Hake felt that it would not have the "terrific impact" it had in the U. S. when Australian TV bows next September or October. He explained, in response to questions, that initially it will be confined to Sydney and Melbourne, that TV sets probably will cost twice as much as they do in America, and that TV there will have to depend on local talent and programming, being prohibited by the government bank from buying programming abroad. In addition, he pointed out that Australia has no motion picture production branch to draw from for TV talent and programming.

Asked about New Zealand, Hake said that film business is excellent there, too, with the country described as prosperous. Unlike Australia, he went on, New Zealand does not have any freezing of funds.

Cannes Festival Date

PARIS, Dec. 27 (By Air Mail).—The Cannes Film Festival will be held from April 10-April 24, 1956. No changes in rules have been made. Countries wishing to enter films must notify the organizers before Jan. 15.

Music Hall

(*Continued from page* 1)

independent theatre which tries to play the best pictures, irrespective of the producing-distributing company's identity. He said the reason M-G-M pictures in "these particular years" have commanded a dominant position in playing time is because "we felt they met the standards of the Music Hall."

Will 'Book from All'

Downing added that "we shall continue to book from all companies." He pointed to the upcoming line-up for the theatre in 1956, with the following already set for showing: "I'll Cry Tomorrow," M-G-M; "Picnic," Columbia; "Eddie Duchin Story," Columbia; and "Serenade," Warner Brothers.

Completing the statistical survey, Downing said the total gross of $5,-475,000 for Metro, includes three weeks of "Deep in My Heart," which ran over to the beginning of 1955. Paramount's "Bridges of Toko-Ri" was the other non-Metro picture in 1955. Paramount's 1954 entry "White Christmas" was the only non-Metro picture of the 10 played by the Music Hall that year.

Downing said, "We're off between six and seven per cent" in gross this year compared to 1954. The dip came despite the breaking of a number of house records during the year, such as the $200,000 racked up during the Easter week, Downing added.

Expects Good 1956

Regarding the outlook for 1956, Downing expressed optimism, based on the pictures which he has either seen already or those scheduled for release next year. Downing added that at this time last year he did not anticipate a comparable strong line-up.

The Music Hall plans to hold the line on box-office admission price as long as it can in face of more costly operations, Downing continued. It plays to about 7,000,000 patrons a year, and has a staff of approximately 600 members.

Downing said that the Music Hall, as well as the industry, needs "great" pictures. What was considered "good" attractions years ago, Downing contended, are not adequate for today's selective market.

. . . NEWS ROUNDUP

Skouras Circuit to Build

Spyros S. Skouras, president of Skouras Theatres Corporation, has announced plans to build a 1,450-seat theatre on Jericho Turnpike in Syosset, L. I. The theatre, completely modern in architecture and decor, should be ready for the public some time during the Fall of 1956.

Ask Palm Springs Air Stop

Palm Springs, Cal., resort center, would become a stop on coast-to-coast flights of United Air Lines if the Civil Aeronautics Board approves an application filed on Dec. 21 and requesting that Palm Springs be added as an intermediate point between Los Angeles and Las Vegas, thus placing it on the company's main line route between California, the Midwest and the Atlantic Seaboard.

Building New Ohio Drive-in

Sharpley & Lopresto Theatres of Jonesville, Mich., have commenced construction of a drive-in in Montpelier, O. Opening is planned early in 1956. The same interests own and operate drive-ins at Hillsdale and Morenci, Mich., indoor theatres in Jonesville and Litchfield. Booking contract for the entire circuit has just been given to Clark Theatre Service.

Atlanta WOMPI Dinner

A candlelight dinner was given recently by the Atlanta Club of the Women of the Motion Picture Industry at the Variety Club there. Harold Spears, chief barker, and Jimmy Bellow, of Astor Pictures, were special guests. The choral group was headed by Miss Francis Hopkins of Republic Pictures, while Mrs. Jackie Cowart was social chairman in charge of the program.

New Year's Eve

(*Continued from page* 1)

their regular holiday prices for New Year's Eve.

Meanwhile, business along the Main Stem continued at a very high level and in some situations outgrossing previous estimates. For one, the eighth week of "Guys and Dolls" at the Capitol is now expected to hit $93,000, instead of the previously estimated $84,000. Capacity business is being done at Radio City Music Hall, featuring the traditional long lines of people waiting to get in. Outside lines also are prominent at the Roxy.

Some first-runs plan extra shows on Monday to take care of the holiday crowds.

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